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Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 66/81, summarizes the key advances made by the Department of Public Information from July 2011 to February 2012 in promoting the work of the United Nations to the global audience through its strategic communications services.

Strategic communications services, which is one of three subprogrammes of the Department and implemented by its Strategic Communications Division, is responsible for devising and implementing communications strategies on priority issues and providing communications support for key United Nations events and initiatives.

Activities of the other subprogrammes of the Department — news services and outreach services — are described in separate reports of the Secretary-General (A/AC.198/2012/3 and A/AC.198/2012/4).

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I. Introduction

1. In its resolution 66/81, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-third session (A/AC.198/2011/2-4) and requested the Secretary-General to continue reporting to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services. The Department is also guided by the priorities of the United Nations for the period 2012-2013 set by the Assembly in its resolution 65/244.

3. The present report,[1] which considers the strategic communications activities of the Department, addresses thematic communications campaigns in such areas as peacekeeping, violence against women, the Millennium Development Goals, climate change, human rights, the question of Palestine, the International Year of Youth, the World Summit on the Information Society and the New Partnership for Africa's Development (NEPAD) (sect. II), and examines the role and activities of the network of United Nations information centres (sect. III).

II. Communications campaigns

A. Strategic approach of the Department

4. The strategic approach of the Department of Public Information entails identifying its communications priorities in advance, outlining an annual workplan that involves all components, including the global network of United Nations information centres, and ensuring the optimal use of available resources by collaborating with all partners, including Secretariat departments and United Nations system entities. In addition to targeting traditional media by preparing background materials, press briefings and media interviews, the Department uses social media platforms to promote United Nations messages, news stories, campaign materials and behind-the-scenes, engaging, real-time content. Use of these interactive platforms broadens the reach of the messages of the United Nations and contributes to the overall transparency and accountability of the Organization.

5. Between July and December 2011, the number of followers of the main Twitter account (in English) of the United Nations increased by over 250,000 followers, reaching a total of more than 640,000 followers. According to Klout, a social media monitoring service, the Organization's Twitter account generates actions and discussions among its followers with nearly every message. Klout indicates that, in addition to having an impact on general issues linked to the United Nations, the Twitter account is particularly influential on the following topics: climate change, food security, human rights, the situation in Libya and the question of Palestine.

[1] Unless otherwise indicated, the present report covers the activities of the Department for the period from July 2011 to February 2012.

Another service, RetweetRank, lists the United Nations Twitter account as one of the top 10,000 accounts of the 100 million accounts in existence, which means that the account is in the top percentile of all accounts worldwide.

6. Keeping abreast of the latest social media tools, the Department launched new United Nations profiles on Google Plus, Storify and Tumblr in 2011. The Department continues to explore how best to expand the reach of these tools in as many languages as possible within limited resources. Currently, 24 information centres have Facebook accounts, 17 have Twitter accounts and 12 have YouTube accounts. In addition to Departmental accounts in the six official languages, and thanks to the information centres, accounts are also maintained in Czech, German, Polish, Portuguese, Romanian, Slovak and Slovenian, among other national languages.

7. As part of its strategic approach, the Department coordinates its system-wide communications work through the United Nations Communications Group, which is composed of communications focal points from the entire United Nations system. In addition, more than 100 United Nations communications groups are active at the country and regional levels. The Department also leads active inter-agency communications task forces on the Millennium Development Goals, the United Nations Conference on Sustainable Development to be held in Rio de Janeiro, Brazil, from 20 to 22 June 2012 (Rio+20), sustainable development issues and climate change.

B. Thematic campaigns

1. United Nations peace operations

8. The Department continued its close cooperation with the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs to promote and backstop United Nations peace operations, including through the following activities:

(a) Coordination mechanisms such as the public information working group involving the Departments of Public Information, Peacekeeping Operations and Political Affairs and the newly established joint web editorial board of the Departments of Public Information and Peacekeeping Operations met regularly to discuss general communications policy and mission-specific issues, as well as to review priorities, strategic objectives and content management issues related to the peacekeeping digital sphere. In addition, the Department of Public Information participated in the work of various integrated task forces and working groups led by the Departments of Peacekeeping Operations and Political Affairs;

(b) The United Nations peacekeeping website, which underwent a major graphic and information architecture redesign in 2011, is now available in all six official languages. Through joint online thematic communications campaigns of the Departments of Public Information and Peacekeeping Operations, which are a regular feature of the new website, and the increased use of social media, the Departments highlighted and explained the multiple challenges facing modern peacekeeping, thus building further support for this core activity. In November 2011, for the first time ever, the peacekeeping website surpassed 700,000 page views over a 31-day period;

(c) In the context of field support, the Departments of Public Information and Field Support continued to assist peace operations in improving locally maintained mission websites. Twenty-two peacekeeping and special political missions adopted the content management system template, with some missions using Arabic, French and Portuguese in addition to English. The Department of Public Information, at the request of the relevant special political missions and in coordination with the Departments of Political Affairs and Peacekeeping Operations, participated in an assessment mission to the United Nations Political Office for Somalia and the United Nations Office to the African Union to assist those offices with their digital engagement strategy and presence.

9. The Department of Public Information worked closely with the Department of Peacekeeping Operations to provide the United Nations Mission in the Sudan (UNMIS) with strategic communications support in the lead-up to the referendum in July, including by following up on the implementation of the recommendations of the field assessment mission it had carried out in 2010 and the drafting of a Headquarters communications strategy. The Department of Public Information continued to coordinate and plan strategic communications activities with partners — the Departments of Peacekeeping Operations, Field Support and Political Affairs, as well as others in the field — in the wake of the referendum in the Sudan, the drawdown of UNMIS and the start-up of two other United Nations peacekeeping operations: the United Nations Mission in South Sudan (UNMISS) and the United Nations Interim Security Force for Abyei (UNISFA). In cooperation with the Department of Peacekeeping Operations, the Department of Public Information ran a promotional campaign to highlight the role of the United Nations in the Sudanese peace process and, following the establishment of UNMISS and UNISFA, developed and hosted dedicated websites in all six official languages.

10. The Department of Public Information worked closely with the Department of Political Affairs on the Organization's response to developments in Libya by participating in the integrated preassessment planning process for a United Nations mission in Libya, which included analysing the Libyan media landscape, providing input to planning documents and drafting staffing justifications and draft budget submissions covering equipment and travel needs for a public information component. In the initial stages of the United Nations Support Mission in Libya, the Department initiated, developed and maintained a dedicated website in English and coordinated the preparation of an Arabic version. In addition, the Department provided strategic communications guidance to United Nations spokespersons and offices around the world on the Organization's response to the crisis in the country.

11. The Department of Public Information continued to work with the Department of Political Affairs to provide communications support for the Organization's activities in the area of peacemaking, conflict resolution and conflict prevention. The Department undertook a special communications effort to promote the report of the Secretary-General entitled "Preventive diplomacy: Delivering results" (S/2011/552) and the subsequent Security Council deliberations on the subject. Interdepartmental discussions with the Department of Political Affairs on ways to increase the level of communications support to special political missions intensified. In addition, a significant portion of the annual publication of the Department of Public Information entitled "United Nations peace missions 2011: year in review" was dedicated to developments in areas where field missions led by the Department of Political Affairs were deployed.

12. The Department of Public Information produced a regular background guidance document for the United Nations system on the crisis in the Horn of Africa and the Organization's response to the crisis, thus helping United Nations officials and spokespersons around the world to be better equipped to address the issue. The document also contained useful links to relevant statements, press releases and websites produced by the United Nations.

13. For the thirtieth anniversary of the International Day of Peace, the theme for 2011 was "Peace and democracy". The Day was devoted to strengthening the ideals of peace and paying tribute to the many individuals who speak out in favour of the issue. The Department produced a dedicated website that featured messages of the Secretary-General, a downloadable poster and bookmark, and a selection of videos. United Nations information centres, services and offices promoted the Day's theme globally through educational and public awareness activities. Special events were held in Ankara, Baku, Beirut, Canberra, Dar es Salaam (United Republic of Tanzania), New Delhi, Brussels, Vienna and other cities. The Day was also observed in a number of peacekeeping operations and special political and peacebuilding missions worldwide.

2. Disarmament

14. In the field of disarmament, in addition to promoting and covering disarmament-related conferences and meetings, the Department worked with the Office for Disarmament Affairs to observe the annual International Day against Nuclear Tests by producing a dedicated website in all six official languages promoting the ban on nuclear tests as a crucial step towards creating a safer world. Targeting youth, the Department and the Office also held a month-long social media "Poetry for peace" contest to raise awareness about nuclear disarmament. For the contest, Facebook fans listened to the testimonies of atomic bomb survivors and wrote poems on their impressions. The project elicited 741 poems and 2,762 "likes" on the main page; individual poems received their own "likes" as well. In February 2012, an "Art for peace" social media contest was launched for young people in three age categories, ranging from 6 to 17 years. Youth were encouraged to view nuclear disarmament videos online, to imagine a world without nuclear weapons and to submit their ideas to a dedicated website so that viewers could vote on their favourite submissions.

3. Counter-terrorism

15. Working closely with the Counter-Terrorism Implementation Task Force Office, the Department promoted the implementation of the United Nations Global Counter-Terrorism Strategy and provided communications support to the Task Force and its working groups. The counter-terrorism web portal (un.org/terrorism/index.shtml) serves as the gateway to a wide range of activities undertaken by the Organization to combat terrorism. The web page of the Task Force was redesigned to make it more appealing and user-friendly. The News Centre also carries a news focus page on "combating terrorism" with the latest news, statements, resolutions and reports on counter-terrorism.

16. The Symposium on International Counter-Terrorism Cooperation, held in New York on 19 September 2011 and webcast by the Department, included a media round table side event that was organized by the Department in coordination with the Task

Force. A commemorative session of the General Assembly marking the tenth anniversary of the events of 11 September 2001 was also webcast by the Department.

17. The United Nations information centres were involved in the implementation of the communications strategy on counter-terrorism. The information centres in Nairobi and Windhoek provided communications support to regional workshops on the implementation of the United Nations Global Counter-Terrorism Strategy that took place in July and October. In addition, the Department mobilized the resources of the United Nations Information Service in Vienna and the Representative of the Department at the United Nations office in Almaty to support the holding of three expert group meetings and a ministerial meeting organized by the United Nations Regional Centre for Central Asia and the Task Force to produce an action plan for the implementation of the United Nations Global Counter-Terrorism Strategy in Central Asia.

4. Millennium Development Goals

18. The Department worked closely with the relevant substantive offices and United Nations system partners to sustain momentum on the Millennium Development Goals. As Chair of the Communications Group Task Force on the Millennium Development Goals — comprising some 30 United Nations partners, the Department continued to facilitate information-sharing and joint planning across the United Nations system on a wide range of events and activities.

19. The Department coordinated the launch, at multiple sites, of the *Millennium Development Goals Report 2011*, which showed, through the latest statistics and analysis, that although significant strides had been made to achieve the Goals, the world's poorest were being left behind. The global launch, which was held in Geneva on 7 July in the presence of the Secretary-General, was covered by international media; some 20 regional and national launch events organized by the information centres, country teams and partner agencies of the United Nations generated extensive media coverage.

20. Posts about the report on the Facebook page dedicated to the Goals were viewed more than 20,000 times and posts on the information centres Facebook page were viewed more than 16,000 times. In addition, a Twitter campaign involving Goodwill Ambassadors Angelique Kidjo, Lang Lang and Yuna Kim, among others, brought the report's key messages to young people around the world. An interview with the lead author of the report garnered the interest of 10,000 fans on Facebook.

21. The Department continued to support communications efforts for the "Every woman, every child" health initiative of the Secretary-General by covering the frequent visits made by the Secretary-General to clinics during his travels and promoting a special event, held at United Nations Headquarters on 20 September, entitled "Saving the lives of 16 million". The Department also continued to support communications efforts for the Secretary-General's Millennium Development Goals Advocacy Group, including by creating a new website (un.org/millenniumgoals/advocates) to highlight the Group's activities.

22. Building on past successes, more than 20 United Nations information centres mobilized citizens to stand up and take action against poverty and to support the Millennium Development Goals between 15 and 17 October — the International

Day for the Eradication of Poverty — with events involving schoolchildren, businesspeople, sports fans, farmers and concert artists. Information centres carried out many other innovative projects to promote the Goals. The information centre in Dar es Salaam organized a series of radio interviews with local students to show how important the Goals were to them. To reach illiterate populations, the information centre in Ouagadougou produced a musical video clip and radio programmes about the Goals in local languages that were aired widely on national television and community radio stations. The information centre in Yangon produced and circulated a video entitled "Scoring the Millennium Development Goals in Myanmar", which featured athletes from a football club in a poor part of the city.

23. The number of followers of the Department's dedicated Facebook and Twitter accounts on the Millennium Development Goals, which used the tagline "We can end poverty", increased to more than 26,000 for Twitter (from 10,000 a year ago) and more than 18,000 for Facebook (from 8,000 a year ago). The website on the Millennium Development Goals (www.un.org/millenniumgoals) — a portal featuring links to the work of all the United Nations agencies on the Goals — continued to be updated regularly, attracting about 7,000 visits every day.

24. In July, the Department worked with the youth programme of the Department of Economic and Social Affairs to promote the High-level Meeting on Youth and numerous side events. Key messages were developed for the Meeting, focusing in particular on the issue of youth employment. The Department produced press materials, conducted targeted media outreach activities and organized a press conference attended by the first-ever United Nations Youth Champion, Monique Coleman. Numerous national and regional media outlets covered the meeting. The Department also promoted the High-level Meeting on its social media platforms, posting content that proved popular. More than 900 clicks on the web page of the High-level Meeting resulted directly from links provided through the United Nations Twitter account, which also led to close to 700 click-throughs to the Department's set of behind-the-scenes photographs of the Meeting on Flickr. In addition, over 1,500 click-throughs were made on International Youth Day tweets posted through the United Nations Twitter account during the Meeting.

5. United Nations Conference on Sustainable Development

25. Building momentum for Rio+20 was a top priority for the Department in 2011 and early 2012. As Chair of the inter-agency Communications Group Task Force on Rio+20, the Department regularly brought together some 20 United Nations partners to discuss a common strategy, develop joint communications products and coordinate messaging and activities.

26. To help people worldwide better understand sustainable development and encourage people to share their ideas for a sustainable future, in November the Department launched a global campaign entitled "Rio+20: The Future We Want". The campaign is supported by a multilingual website (un.org/sustainablefuture) that links to the official Conference website (uncsd2012.org/rio20/) and to the campaign's online platform where people can contribute their ideas. The launch of the campaign, which was attended by the Secretaries-General of the United Nations and of the Conference, as well as representatives of youth and non-governmental organizations, received positive media coverage. The campaign was also launched

in Brazil and in Belgium, where the United Nations regional information centre in Brussels, in partnership with major European newspapers, invited people to participate in a competition to create an advertisement on water-related issues on the theme "The future we want: drop by drop".

27. In close collaboration with the Rio+20 secretariat, the Department and its information centres promoted the intergovernmental process and set up media interviews for senior officials. In addition, together with the Executive Office of the Secretary-General, it helped launch the report of the High-level Panel on Global Sustainability in January 2012 (un.org/gsp/report).

28. On other sustainable development issues, information centres around the world mobilized to observe the International Year of Forests and raise awareness of forests as a critical resource. Working with many partners, the centres organized numerous activities, including photography contests, film festivals, exhibits and projects that involved students planting thousands of trees.

6. Climate change

29. As Chair of the inter-agency Communications Group Task Force on Climate Change, the Department regularly brought together some 20 United Nations partners to discuss a common strategy, develop joint communications products and coordinate messaging and activities, including for the seventeenth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Durban, South Africa, from 28 November to 9 December 2011. During the session, the Department, in close collaboration with the secretariat of the Convention, played a lead role in promoting the event through United Nations Radio broadcasts, News Centre stories and original daily reporting posted on the United Nations climate change website (un.org/climatechange), which was substantially overhauled and redesigned prior to the session. The session was covered extensively by the media and its conclusion was prominently reported across the world by all major news organizations. The meeting also generated a great deal of coverage on the issue of climate change, its causes and potential solutions.

7. Ending violence against women

30. The Department promoted the "UNiTE to End Violence against Women" campaign of the Secretary-General, working with the campaign secretariat and partners in the United Nations system. It produced communications and branding guidelines in order to increase coherence in messaging and branding across the United Nations system. The Department was heavily involved in planning and promoting the International Day for the Elimination of Violence against Women, on 25 November 2011, focusing on promoting the role of youth as leaders in preventing and ending gender-based violence, and in activities around the "16 Days of Activism against Gender Violence" campaign. The Department updated and developed new press and campaign materials. The key message emphasized in its materials for the media — the need for resources for the United Nations Trust Fund to End Violence against Women — was picked up prominently in the coverage. A short video entitled "Youth voices on ending violence against women" was produced and launched ahead of the Day. The regional information centre in Brussels spearheaded a successful competition, in partnership with major European newspapers, to design an advertisement on the issue of violence against women. Both in the lead-up to the

International Day and throughout the "16 Days of Activism", the Department highlighted ending violence against women and girls on its social media platforms and promoted UNiTE campaign products. Content was also disseminated on Twitter and Facebook by several information centres.

8. Question of Palestine

31. In close consultation with the Department of Political Affairs and the Committee on the Inalienable Rights of the Palestinian People, the Department of Public Information revised and updated the permanent exhibit on the question of Palestine at the United Nations. While building on the existing text, the revised exhibit provides updated information and includes new graphic elements and a timeline. An accompanying DVD includes additional photos and archival video footage. The exhibit was formally launched by the Chair of the Committee on the Exercise of the Inalienable Rights of the Palestinian People on 29 November, on the occasion of the International Day of Solidarity with the Palestinian People. With seed money provided by the Committee and the Department, the exhibit was translated by information centres into several languages, including Bahasa Indonesian, French, Greek, Hindi, Kiswahili, Japanese, Russian and Persian.

32. The information centres carried out a variety of activities in commemoration of the International Day. The information centre in Dar es Salaam organized a photography exhibit and video presentation in collaboration with the Embassy of Palestine. The information centre in Jakarta produced the permanent exhibit in Bahasa Indonesian and displayed it on 30 November at Atma Jaya Catholic University in Jakarta and at Universitas Prof. Dr. Moestopo (Beragama). The information centre in Mexico City arranged a week-long exhibition at the Instituto Matías Romero, which is the diplomatic academy of the Ministry of Foreign Affairs of Mexico. The information centre in Moscow joined the Ministry of Foreign Affairs of the Russian Federation, the Embassy of Palestine and the Mission of the League of Arab States in organizing a commemorative meeting. The United Nations Information Centre in Pretoria partnered with the Department of International Relations and Cooperation of South Africa and the Embassy of Palestine to organize a panel discussion and an exhibit.

33. For the sixteenth consecutive year, the Department hosted its annual training programme for Palestinian media practitioners, from 31 October to 2 December 2011. The five-week programme, in which participants spend four weeks at Headquarters and one week in Washington, D.C., aims to strengthen the skills and capacities of young Palestinian journalists and to expose them to the work of the United Nations, especially with regard to the various activities and programmes that affect the lives of the people in their region. In addition to hearing briefings by senior United Nations officials, the journalists took part in a series of workshops aimed at honing their skills as radio and television journalists. Working with a small team of professionals, the participants in the 2011 programme developed a multimedia website and produced short videos based on briefings. A total of 144 Palestinian media practitioners, including the nine radio and television journalists who participated in 2011, have so far taken part in the programme.

9. Human rights

34. The Department extensively promoted the theme "Combating racism, racial discrimination, xenophobia and related intolerance" throughout the second half of 2011, including at the High-level Meeting of the General Assembly to commemorate the tenth anniversary of the adoption of the Durban Declaration and Programme of Action, held in New York on 22 September. For this event, an anniversary website and an information kit were developed in the six official languages. The kit included press releases and factsheets on the highlights of the Durban Declaration and Programme of Action, on the anniversary theme, "Recognizing victims", and on people of African descent. An online, print and social media campaign entitled "Let's Fight Racism" was developed in the six official languages and launched the day before the High-level Meeting. An op-ed by the United Nations High Commissioner for Human Rights was placed in 17 media outlets in eight languages with the assistance of the information centres. An online campaign video was viewed more than 17,000 times and the website, which was promoted through Twitter, was viewed more than 9,000 times within the first month. A dedicated campaign page on Facebook received more than 17,000 impressions on the day of the launch.

35. The information centres also conducted campaigns at the local level, including:

(a) In Brazil, Portuguese-language adaptations of the Department's print materials;

(b) In Panama, a billboard campaign;

(c) In Mexico, an interactive social media campaign for youth;

(d) In Zambia, a theatre/drama production on combating xenophobia.

36. For Human Rights Day 2011, the Department worked in conjunction with the Office of the United Nations High Commissioner for Human Rights (OHCHR) to develop and implement the "Celebrate Human Rights" campaign, highlighting the role of social media in promoting and protecting human rights. The campaign had the following elements:

(a) The "30 Days, 30 Rights" campaign was conducted on Twitter, Facebook and Weibo in English, French, Spanish and Chinese, to inform people about and engage them on the 30 articles of the Universal Declaration of Human Rights. On Weibo, the campaign received 6.6 million views over 30 days. On the French and Spanish Facebook pages, the campaign generated considerable feedback and comments, increasing user engagement on average by 250 and 300 per cent, respectively;

(b) The first-ever live global conversation with the United Nations High Commissioner for Human Rights was organized on 9 December at United Nations Headquarters, with the Department providing promotional and logistical support using social media. More than 1,000 questions were collected and sorted by the Department in advance. In addition to having a live audience of over 100 people, the event was webcast live in English, Arabic and Chinese and streamed live on Facebook. The "#AskRights" hashtag for the event received 27 million impressions by more than 7 million people on Twitter. The Department reached out to the Organization's messengers of peace and goodwill ambassadors, who also tweeted

about the event. A video message and Twitter question were arranged by Paulo Coelho, a Messenger of Peace. In addition, the Department covered the event live through social media (Twitter, Facebook, Weibo and Flickr);

(c) The Department provided logistical and promotional support for a celebratory event with the High Commissioner and other senior United Nations officials and diplomats, as well as a press conference with the High Commissioner held on the same day;

(d) An op-ed by the High Commissioner entitled "The Tunis imperative" was placed in 21 media outlets in 17 countries, in 10 languages, with the assistance of United Nations information centres.

10. International Year for People of African Descent

37. To promote the International Year for People of African Descent, the Department developed a multilingual website with videos, activities and resources. It collaborated with OHCHR to develop an exhibit highlighting the contributions of people of African descent around the world. The exhibit, entitled "The African continuum: celebrating diversity, recognizing contributions of people of African descent", was launched at United Nations Headquarters in October at an event featuring musicians and dancers from the African diaspora and visual artists and photographers who contributed their work to the exhibition. The Department is currently working with OHCHR on the production of a publication featuring highlights of the exhibit.

11. New Partnership for Africa's Development

38. As part of its efforts to focus global attention on issues critical to Africa's development, the Department continued to strengthen and expand its promotion of the aims and achievements of the NEPAD Planning and Coordinating Agency. This was done in close collaboration with the Office of the Special Adviser on Africa, the Economic Commission for Africa and the secretariat of the NEPAD Planning and Coordinating Agency. To help the Agency mark its tenth anniversary, in October 2011, the Department worked with staff from the Agency and the Office of the Special Adviser to plan events at Headquarters and prepare information products. The Department developed and devoted a special section on its Africa Renewal Online website (un.org/ecosocdev/geninfo/afrec) to the tenth anniversary that included articles on NEPAD that had been published over the previous decade in the Department's magazine *Africa Renewal*. Other anniversary events in which the Department was actively engaged included a high-level panel discussion on the theme "NEPAD and the Millennium Development Goals: progress, challenges and the way forward", which featured the Deputy Secretary-General, a public lecture by the NEPAD Chief Executive Officer, a joint press briefing and several individual interviews by the panellists.

39. *Africa Renewal* continued to provide the basis for much of the work done by the Department to promote NEPAD activities. The focus of major features published in the August and December 2011 editions of the magazine included women's empowerment, the food crisis, HIV/AIDS, the Millennium Development Villages and the role of social media and information and communications technologies. Those two editions of the magazine also featured exclusive interviews with senior officials of the NEPAD Agency. In addition, a special edition of *Africa Renewal*

devoted to women's advancement was published, with the support of the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women).

40. In 2011, the *Africa Renewal* syndicated short features service, through which short articles (800-1,000 words) are produced and placed in major media outlets worldwide, witnessed a strong growth in the number of articles republished. Between July and October 2011, 27 short feature articles were published 637 times in 243 different media outlets in Africa and around the world. Features were published in 45 countries. The short features service was launched in response to the request made by the General Assembly for more information on the NEPAD Agency to be made available to broader audiences.

41. The Department continued to expand its social media activities on its Africa Renewal Online website, which hosts not only an electronic version of the magazine, but also additional content on Africa produced by the Department or other entities of the United Nations system, including podcasts from United Nations Radio. The number of visitors to the website grew from an average of 30,000 per month in July 2010 to about 60,000 per month in November 2011.

Africa Renewal Online statistics

	Visitors		*Page views*	
Month	*2010*	*2011*	*2010*	*2011*
July	33 211	23 766	42 635	32 573
August	35 506	28 934	59 151	40 450
September	47 977	37 276	62 407	51 021
October	52 656	47 797	87 454	64 039
November	59 571	52 061	98 237	68 198
December	53 307	40 014	67 167	53 637

Note: Figures are for the English-language website only.

42. The English-language Twitter account linked to the Africa Renewal Online website had more than 9,300 people and organizations following it and the French language Twitter account had more than 5,290 followers. There was also an increased focus on and therefore an exponential growth in the Department's Africa Renewal Online Facebook page, with the number of followers increasing from around 400 in 2010 to more than 1,200 by the end of November 2011.

43. The Department has also seen a steady growth in the number of subscribers to its e-mail newsletter in HTML format, which provides an overview of new content on the Africa Renewal Online website. The newsletter is sent to media organizations and the public.

III. Network of United Nations information centres

A. Background

44. The global network of United Nations information centres continued to serve as the "public face and voice" of the Organization, communicating with local audiences in their languages and idioms. The centres carried out numerous priority communications campaigns at the local and regional levels and provided communications support to senior United Nations officials in both crisis and non-crisis situations. They actively participated in the work of the United Nations country teams, including in the preparations for the United Nations Development Assistance Framework. Where information centres do not exist, the Department shared communications guidance with resident coordinators. The network currently comprises 52 information centres, including the regional office in Brussels, 2 information services and 8 information components of United Nations offices. The establishment of an information centre in Luanda is pending.

B. Communicating with local audiences

1. Communicating in local languages

45. In addition to working in the six official languages, in 2011 the United Nations information centres produced print publications in and translated information materials into 39 local languages. Websites were maintained in 29 of those languages. The languages used are Armenian, Azeri, Bahasa Indonesian, Bangla (Bengali), Belarusian, Czech, Danish, Dutch, Finnish, Fulfulde, Georgian, German, Greek, Guarani, Hindi, Hungarian, Icelandic, Italian, Japanese, Joola, Kazakh, Kirundi, Moore, Myanmar (Burmese), Norwegian, Persian (Farsi), Polish, Portuguese, Romanian, Sinhala, Slovak, Slovenian, Swahili (Kiswahili), Swedish, Tamil, Turkish, Ukrainian, Urdu and Uzbek.

46. The information centres are increasingly using social networking tools to disseminate information, including in local languages. Currently, in addition to 4 official languages, a total of 10 local languages are used on Facebook, Twitter and YouTube. The use of local languages demonstrates the multilingual nature of the work of United Nations information centres and their ability to communicate with local audiences in the languages they understand.

2. Placement of op-eds by United Nations information centres

47. United Nations information centres are well placed to arrange the publication of op-eds by the Secretary-General and other senior officials in local media outlets owing to their knowledge of the local media and long-standing working relationships with them.

48. For example, the op-ed of the Secretary-General entitled "The clock is ticking", which was prepared prior to the meeting of the Group of 20 held in Cannes, France, in November 2011, was placed in *Le Monde* by the regional information centre in Brussels. Other information centres around the world placed the op-ed in a number of other media outlets, including in Indonesia, Iran (Islamic Republic of), Mexico and Romania.

3. The United Nations Information Centre in Luanda: an information centre for Lusophone countries in Africa

49. Preparations for the establishment of the United Nations Information Centre in Luanda are well under way. At the Department's request, the United Nations Resident Coordinator in Luanda met with the Minister for Social Communications of Angola, who is responsible for the project. Furthermore, the Department is following up with representatives of the Government of Angola. Remaining issues include the identification and construction of premises and the finalization of a host-country agreement and other logistical arrangements. Once in operation, the centre is expected to further strengthen the ability of the United Nations to engage Portuguese-speaking audiences throughout Africa.

C. Regional communications initiatives

50. The United Nations information centres in Brussels, Mexico City and Pretoria continued to carry out region-wide communications campaigns and activities, focusing on such themes as the "UNiTE to End Violence against Women" campaign, climate change and human rights.

51. Building on the success of its first Europe-wide advertising campaign against poverty in 2010 and in support of UN-Women, in 2011 the regional information centre in Brussels focused on mobilizing creative action to stop violence against women. It launched an advertising competition open to the public in 48 European countries in partnership with the United Nations information centres and services in Europe, as well as with major European newspapers. Creative community organizations, private entities and numerous foundations were brought on board. The general public was also engaged through an open vote for a special prize. As part of the International Year of Youth, an additional prize was created for youth entries. Social media — Facebook and Twitter — were major tools in promoting the campaign, which generated 2,700 entries from 40 countries.

52. In preparation for Rio+20, in December 2011 the regional information centre in Brussels launched its third advertisement competition, which is expected to run until World Environment Day 2012. The theme of the competition, which focuses on water, is "The future we want: drop by drop". While maintaining its established partnerships with civil society and business groups, as well as media outlets and United Nations information centres, the regional centre teamed up for the campaign with the United Nations Environment Programme, OHCHR and the Nordic Council of Ministers, which offered to donate the competition's first prize.

53. In 2011, the United Nations Information Centre in Pretoria initiated a video production project called "African voices on climate change". Information centres in sub-Saharan Africa submitted short video clips on perceptions of climate change in the region, with a special emphasis on its everyday impact on the livelihoods of communities. The information centre in Pretoria then produced a five-minute video that was disseminated through different websites of the information centres in sub-Saharan Africa and shown at the seventeenth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change. The centre also organized, in collaboration with the secretariat of the Convention and the Department of International Relations and Cooperation of South Africa, a workshop for journalists that was held prior to the seventeenth session. Information officers

from the centres in Accra, Antananarivo, Dar es Salaam and Ouagadougou participated in the workshop.

54. The United Nations Information Centre in Mexico City organized the Fourth Regional Student Conference on Human Rights, held from 29 November to 4 December 2011, which brought together 50 students aged 15 to 19 from 18 countries in Latin America and the Caribbean. The Conference was coordinated with other information centres in the region and the regional and Mexico-based offices of the United Nations Children's Fund, UN-Women, the United Nations Population Fund, OHCHR, the Food and Agriculture Organization of the United Nations and the United Nations Educational, Scientific and Cultural Organization, as well as several non-governmental organizations, some of which were associated with the Department, from Mexico and the Dominican Republic. The Ministry of Foreign Affairs of Mexico and the municipal authorities of Mexico City provided support. The diverse group of participants included students from rural areas, indigenous and other minority communities and youth from mega-cities in the region. Each group brought different perspectives and experiences to the discussions on issues relating to human rights defenders and discrimination.

D. Communications support to United Nations envoys in crisis situations

55. The rapidly changing political dynamics in the Arab region over the past year required local information centres to provide communications support to United Nations envoys. The centres' knowledge of the countries and the region, as well as of the media and local actors, proved to be invaluable for facilitating the role of the United Nations in dealing with the evolving situation, including the occurrence of crises.

56. When the United Nations Support Mission in Libya was established in Tripoli in September 2011, it used the information centre as its base of operations, and the centre's information assistant provided the mission with communications support during the transition phase. The information centre in Cairo continued to provide extensive communications support to numerous visiting senior United Nations officials in dealing with the political upheavals in Egypt.

57. The Director of the information centre in Sana'a played a key role for the Special Adviser to the Secretary-General for Yemen, who frequently visited the country starting in April 2011 to mediate between the parties on the basis of the Gulf Cooperation Council peace initiative, which produced the desired outcome in November 2011. The Director handled media relations for the Special Adviser, helped to correct misconceptions and misinformation on the role and position of the United Nations in mediating the conflict and provided the Special Adviser with other essential support in challenging political circumstances. The information centre also provided logistical support and arranged media interviews for the Special Adviser with international and local media outlets.

E. Innovative approaches to spreading the United Nations message

58. Various innovative approaches were used by information centres to spread the message of the United Nations, news of its activities and action priorities established by its principal organs and other bodies.

59. The information centre in New Delhi, which covers Bhutan and India, partnered with the Maya Academy of Advanced Cinematics, a leading 3D animation and visual effects training school, to present awards for the best animated films on themes centred on the Millennium Development Goals. More than 1,100 entries were received from all over the world, including from China, France, Germany, Pakistan, the United Kingdom of Great Britain and Northern Ireland and the United States of America. Awards were given in 23 technical categories and included a special jury award for a film made by students with hearing and speech disabilities. The Golden Award was won by *Pink Bangles*, a film promoting gender equality, in particular the equal treatment of girls and boys.

60. The information office in Kyiv launched a second annual international drawing contest for school students entitled "Draw for the planet — draw for the future!". The competition helped improve students' understanding of climate change and highlighted the importance of clean water, as well as of preserving forests and other natural resources.

61. In an effort to reach out to a younger audience, some information centres approached teachers' associations as key partners in bringing the United Nations and its work closer to children and young people. The information office in Baku, for example, participated in a conference organized by the Azerbaijan English Teachers' Association, which brings together more than 700 teachers of English, to explore new possibilities for reaching out to the younger generation on a number of issues, including gender equality and women's empowerment.

F. United Nations Day, United Nations Week and "UN4U" outreach efforts

62. United Nations Day and United Nations Week, combined with the outreach efforts made in the framework of the "UN4U" programme ("The United Nations works for you"), which is aimed at educational institutions, provide the information centres with opportunities to join forces with United Nations country teams to publicize the work of the United Nations system in the context of the "Delivering as one" initiative.

63. The 2011 "UN4U" campaign in Indonesia, organized by the United Nations Information Centre in Jakarta, consisted of an unprecedented 25 events over 31 days in October attended by nearly 4,800 participants. Many others followed the events by webcast. Most of the participants were under 29 years of age. For the first time, the campaign reached beyond the islands of Java and Bali to Sumatra, Riau and North and South Sulawesi.

64. A survey conducted by the Information Centre revealed that "UN4U" presentations had been overwhelmingly well received and that the great majority of participants credited them with shifting their perception of the United Nations in a positive direction (see figures I and II below).

Figure I
Opinion about the United Nations before the 2011 "UN4U" campaign in Indonesia

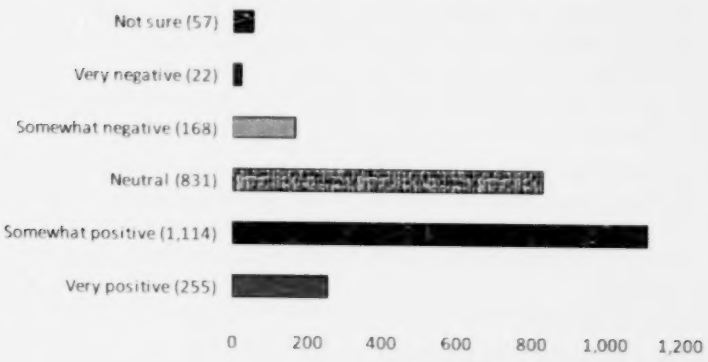
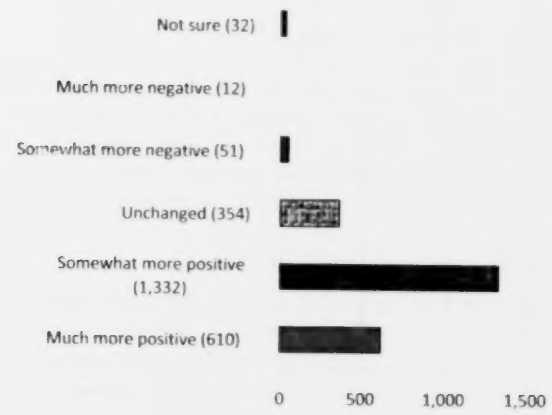


Figure II
Opinion about the United Nations after the 2011 "UN4U" campaign in Indonesia



G. Model United Nations as an educational tool

65. The information centres reach out to thousands of students through Model United Nations conferences. Many centres around the world, including those in Almaty, Ankara, Asunción, Canberra, Dhaka, La Paz, Lima, New Delhi, Port of Spain, Pretoria, Rio de Janeiro, Tokyo and Vienna, provided training and support to Model United Nations conference organizers and students. Some other centres, including those in Tbilisi, Windhoek and Yerevan, organized a Model United Nations conference for the first time. Some also served as adjudicators at such conferences. Many centres provided assistance to the delegates at the 2011 Global Model United Nations Conference, held in Incheon, Republic of Korea.

66. In 2011, the information office in Yerevan, in cooperation with the Armenian United Nations Association, the Ministry of Sports and Youth Affairs and the Ministry of Foreign Affairs, organized a Model United Nations conference that simulated the work of the Security Council. The conference and the five regional conferences that led up to it were conducted for the first time all over Armenia.

67. The information centre in Ankara organized a capacity-development workshop for members of the Model United Nations at Gazi University as a way of introducing the United Nations system to them, prepare them for effective participation in United Nations activities and train them to successfully advocate the priorities of the Organization.

68. Representatives of the information centre in Canberra participated in a panel to discuss ways in which the United Nations communicated its messages at the Asia-Pacific Model United Nations Conference, which was organized by the Australian National University and attended by about 400 students, making it the biggest in the region.

H. Expanding the use of new information and communications technologies

1. United Nations information centre websites

69. The information centres continued to use their websites, in tandem with social media tools, to disseminate information effectively, as gateways to other United Nations sites and as part of communication campaigns. In 2011, over 7 million visits and over 30 million page views were recorded on the centres' websites. The global web page of the United Nations information centres, hosted on the United Nations website and available in all six official languages, remains a convenient gateway to all the websites of the information centres. It also provides detailed contact information and highlights activities of the information centres with blog stories and photographs. In 2011, it registered over 600,000 page views in all languages.

2. Social networking tools and short message service campaigns

70. United Nations information centres continued to use such social networking tools as Facebook, Twitter, YouTube and Flickr in expanding public outreach and leveraging communications campaigns. Currently, 24 information centres have Facebook accounts, 17 have Twitter accounts and 12 have YouTube accounts.

United Nations information centres with Facebook, Flickr, SMS, Twitter and YouTube

Facebook (24)	Ankara, Baku, Bogotá, Brussels, Bucharest, Buenos Aires, Cairo, Dar es Salaam, Jakarta, La Paz, Lima, Manila, Mexico City, New Delhi, Prague, Pretoria, Rio de Janeiro, Tokyo, Tunis, Vienna, Warsaw, Washington, D.C., Yaoundé and Yerevan
Flickr (4)	Bogotá, Geneva, Jakarta and Manama
SMS (1)	Manama

Twitter (17)	Ankara, Bogotá, Brussels, Buenos Aires, Canberra, Geneva, Jakarta, La Paz, Manama, Mexico City, New Delhi, Pretoria, Rio de Janeiro, Tunis, Vienna, Washington, D.C., and Yerevan
YouTube (12)	Bogotá, Brussels, Buenos Aires, Jakarta, Kathmandu, La Paz, Lima, Mexico City, Rio de Janeiro, Tokyo, Washington, D.C., and Yerevan

3. Mobile applications

71. On 13 September 2011, the United Nations Information Centre in Nairobi launched a mobile telephone campaign entitled "Peace through short text peace messages" to commemorate the International Day of Peace. Messages were sent from 13 September to 31 October 2011 through such service providers as Safaricom, Airtel, Yu and Plus Point.

I. Strengthening communications training and support

1. Online "Writing for the Web" courses

72. Building on the successful experience of providing training to United Nations information staff on writing for the Web, the Department organized two additional long-distance "Writing for the Web" courses in 2011, an initiative that it plans to repeat in 2012. Working with the Office of Human Resources Management, the Department is also exploring the possibility of providing the training in French and Spanish. This long-distance learning format has proved to be an effective way of enhancing the skills of staff in smaller duty stations such as Harare, Lusaka, Prague, Sana'a, Tehran and Yangon, among others.

2. Global meeting of information centre directors

73. With support from the Instituto Humanitare of Brazil, a non-governmental organization, the Department convened a global meeting of its information centre directors in Rio de Janeiro in November 2011. The meeting aimed at engaging information centres in the communications efforts for Rio+20 and "The Future We Want" campaign by: supporting the sustainable development agenda, strengthening interaction between Headquarters and the field and better incorporating the views and concerns of the information centres in the planning process, generating ideas and projects that could be replicated in different parts of the world, learning from each other and sharing best practices.

J. Ongoing challenges

1. Information communication technology needs

74. The network of information centres continues to face the challenges posed by ageing office automation equipment and the lack of a cost-effective, enterprise-level system to access tools, such as the Organization's Intranet and e-mail system, available at Headquarters. More than half the computers used by the information

centres are at least five years old, well beyond the recommended four-year replacement standard.

2. Security, premises and finances

75. Recent attacks on United Nations premises have led to the introduction of stricter security measures to ensure the safety of United Nations staff and visitors to United Nations premises. This development is having a considerable impact on both the operations and finances of the information centres. The Department has devoted significant resources to meeting local security standards, including from non-security budget lines. In locations where the premises cannot be made security-compliant, as was the case with three information centres in the previous biennium, the Department has to take the time-consuming and often expensive step of relocating the centres. Sharing premises with other United Nations entities is by far the preferred option. However, where this is not feasible, the Department tries to identify smaller and more economical premises. It is expected that half a dozen centres will relocate owing to security concerns in the current biennium, while at least three centres will reduce the size of their offices in order to remain in security-compliant premises.

76. In an effort to strengthen the communications role that information centres can play and thereby enhance their value, in a number of cases, especially where the centre is administered by the United Nations Development Programme, administrative assistant posts have been replaced by knowledge management assistants. In other cases, posts of drivers have been abolished and the centres rely on car services or share such services with the rest of the country team. The Department is considering other ways to maximize the limited financial and human resources at its disposal and rationalize its operations in the field as it looks ahead to the preparation of the proposed programme budget for 2014-2015, bearing in mind the need to fully consult the Member States concerned on any proposals that would alter the current configuration of centres.

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Activities of the Department of Public Information: news services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 66/81 B, summarizes the key advances made by the Department of Public Information from July 2011 to February 2012 in promoting the work of the United Nations to the global audience through its news services.

News services, which is one of three subprogrammes of the Department and implemented by its News and Media Division, is responsible for strengthening support for the United Nations by enhancing the quality, format and timeliness of information products on the Organization, and for increasing the geographic range and frequency of use of its products by media outlets and other users.

The activities of the other subprogrammes of the Department — strategic communications services and outreach services — are described in separate reports of the Secretary-General (A/AC.198/2012/2 and A/AC.198/2012/4), respectively.

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I. Introduction

1. In its resolution 66/81 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-third session, and requested the Secretary-General to continue reporting to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which covers the news- and media-related activities of the Department, highlights progress made in the area of radio, television, video, photographic, print and Internet services to media and other users globally. A particular focus of the report is the use of multilingualism on the Department website. The growing use of new media, including YouTube and Facebook, is also highlighted.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2011 to February 2012.

II. News services

A. Overview

5. Throughout the reporting period, the Department of Public Information introduced changes to build on and support its efforts to spread news and information about the work of the United Nations to the widest possible audience worldwide. These changes involved the creation of a virtual newsroom, combining radio and web-based reporting to maximize the impact of news and features production. Editorial coordination was improved through daily news and planning meetings, allowing for the increased sharing of multilingual content across all language units and platforms.

6. The Department sought to broaden the journalistic scope of its coverage through the expanded use of features, profiles and in-depth interviews that help to provide a more compelling and comprehensive picture of the work of the United Nations at Headquarters and around the world. A series of such interviews posted on the *UN News Centre* featured the President of the General Assembly, Nassir Abdulaziz Al-Nasser; the Special Adviser to the Secretary-General, Edward Luck; the Joint Special Representative for Darfur, Ibrahim Gambari; the Special Envoy of the Secretary-General for Libya, Abdel-Elah Al-Khatib; a Department of Peacekeeping Operations staff member who had been held captive in the Sudan; and the former Under-Secretary-General Brian Urquhart. In-depth interviews were also conducted with several Presidents of the Security Council.

7. The Department has continued to prioritize the multilingual nature of its work, encouraging content-providing departments and offices to produce materials in all

official languages for posting on the United Nations website. It continues to pursue opportunities with academic institutions to broaden the scope and improve the quality of a range of multilingual information materials made available online.

8. These goals have also informed the outreach of the Department to social media. Work in this area focuses on increasing the number of platforms through which audiences can access the Department's products. Social media, essentially, provide an additional option to audiences, who are still able to access all materials by means of traditional broadcasting and web pages. Social media also allow the Department to cross-promote its products and to link its work with that of the wider United Nations system. During the reporting period, the Department organized the first-ever global conversation with the Secretary-General on major social networking sites, soliciting questions in multiple languages and streaming the event live and with subtitles in four official languages on Facebook, Livestream and *UN Webcast*, and in translation into Chinese on *Sina Weibo*.

B. United Nations Radio

9. With the traditional means of communication remaining a central part of its public information activities, the Department focused on improving the effectiveness of its radio operations in the six official languages, plus Portuguese and Kiswahili. United Nations Radio programmes covered a broad range of priority issues on the agenda of the Organization, with a series of features and reports highlighting developments related to climate change, sustainable development and non-communicable diseases and such topics as the independence of South Sudan, elections in conflict-affected countries and the work of peacekeeping missions. United Nations Radio also created programming that commemorated special events and observances, such as the International Year for People of African Descent and the International Year of Forests.

10. Highlights of United Nations Radio coverage included stories about:

(a) The High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases and the High-level Meeting on addressing desertification, land degradation and drought in the context of sustainable development and poverty eradication;

(b) *Elections*. United Nations Radio covered United Nations efforts in support of elections in Côte d'Ivoire, the Democratic Republic of the Congo, Liberia and other countries;

(c) *Peacekeeping*. United Nations Radio covered developments and activities of the United Nations missions in Lebanon, Afghanistan, the Democratic Republic of the Congo, Côte d'Ivoire, Darfur, South Sudan and Haiti;

(d) *South Sudan*. United Nations Radio produced special programmes in eight languages to mark the independence of the newest State Member of the Organization;

(e) *Climate change*. United Nations Radio coverage included extensive reporting on the United Nations Climate Change Conference in Durban, South Africa, and the visit of the Secretary-General to the Solomon Islands and Kiribati in the South Pacific region. United Nations Radio also provided extensive coverage of

the tenth session of the Conference of the Parties to the United Nations Convention to Combat Desertification, which was held in the Republic of Korea in October;

(f) *The Middle East*. United Nations Radio provided continuous reporting on United Nations work related to the situation in the Middle East and the question of Palestine, including the activities of the Quartet and the United Nations Relief and Works Agency for Palestine Refugees in the Near East, as well as the applications of Palestine for membership in the United Nations and the United Nations Educational, Scientific and Cultural Organization;

(g) *Population*. United Nations Radio produced an array of special reports and interviews to cover the events and activities related to the 7 billion population milestone;

(h) *Africa*. The humanitarian crisis in the Horn of Africa was the subject of numerous reports that highlighted United Nations efforts to assist the affected countries.

11. The Department continued to make enhancements to the attractiveness and usability of the United Nations Radio website in all languages, particularly with a view to expanding the use of multimedia content. As part of those efforts, United Nations Radio teamed up with *UN News Centre* staff to draw greater attention to the work of the sixty-sixth session of the General Assembly by producing a series of short videos featuring delegates, journalists and staff speaking in their own languages about their participation in the work of the Assembly. To enhance their multimedia skills, United Nations Radio staff attended training sessions on video editing and slide-show production.

12. Human interest stories designed to attract broader audiences featured a behind-the-scenes report on the main deliberative organ of the United Nations, including the intricate protocol arrangements during the high-level debate in the General Assembly Hall.

13. Throughout the reporting period, United Nations Radio sought to increase the number of media outlets using its programmes, adding 150 stations to its list of partners. While expanding its partnerships with broadcasters in various parts of the world, United Nations Radio continued to pursue opportunities presented by social media networks to reach broader audiences. Those efforts yielded positive results: the total number of United Nations Radio followers on various social media platforms is nearly 63,000, an increase of some 300 per cent compared with the second half of 2010.

14. As of the end of 2011, 45 per cent of total visits to the United Nations Radio Kiswahili website came from social networking sources, up from 21 per cent in 2010. This trend was also visible on United Nations Radio web pages in other languages: 14 per cent of total visits to the United Nations Radio English-language page (up from 4.4 per cent in 2010), 19 per cent in French (up from 5 per cent), 18 per cent in Portuguese (up from 7 per cent), 17 per cent in Arabic (up from 5 per cent), 13 per cent in Spanish (up from 6 per cent), and 7 per cent in Chinese (up from 1 per cent).

C. United Nations Television

15. Bringing television and video images of the Organization at work to the greatest possible audiences remained a major focus of the Department's news-related operations. This included live coverage and feature programming for use by television broadcasters in different parts of the world and the production of varied video material for online distribution through multiple platforms. Among the examples that demonstrated the outreach potential integrating new and traditional media, the Global Conversation held by the Secretary-General in September was webcast live from United Nations Television studios at Headquarters and, as noted earlier, reached millions of followers around the world through social media platforms. In December, the Department also helped to produce a similar social media event in New York with the United Nations High Commissioner for Human Rights, which was disseminated by means of *UN Webcast* and the United Nations Television channel.

Live coverage

16. United Nations Television continued to provide broadcast-quality live feeds of meetings of the Security Council, the general debate in the General Assembly and other major events at Headquarters in New York and the United Nations Office at Geneva. The programming was also made available through the UNifeed distribution platform, as well as the *UN Webcast*. The ready-to-air coverage was closely monitored and widely used by international broadcasters and television news agencies.

Feature programming

17. The long- and short-format narrative pieces produced by United Nations Television have served as staple products used by international broadcasters for decades, and their viewership is now being increased through national and regional outlets around the world. The Department's flagship television programme, *21st Century*, was regularly carried by broadcasters in more than 60 countries. To further expand the show's audience, the Department is in the process of developing a French-language version of *21st Century*, for which it has already identified a possible presenter and produced a promotional DVD. Segments from this monthly feature series, which in October produced its sixtieth episode, won recognition at a number of international film festivals and contests:

(a) *Cambodia: A Quest for Justice* was nominated for the prestigious International Emmy Award in the best current affairs category;

(b) *Kenya Maasai: The Race to Preserve the Past* and *Dead End: Afghan Migrants in Greece* were selected as winners at the United Nations Association Film Festival. The segment on Afghan migrants was also screened at the United Nations Association event on Immigration, Asylum and Refugee Policy in the European Union, where a representative of United Nations Television participated in a panel discussion on European migration that followed the showing of the film;

(c) *Africa: Digital Graveyard* won an award at the Ekotop Film Festival in Slovakia, in October.

18. *UN in Action*, a series of short television stories highlighting a wide range of critical United Nations issues, produced and distributed a total of 45 pieces between March and November 2011 in English, French, Russian and Spanish. A pilot Arabic version of the series was created and distributed in October to potential Arabic-language broadcast channels.

19. As it worked to expand the thematic and geographical scope of its feature coverage, United Nations Television continued to improve its partnerships and co-production arrangements with United Nations agencies, funds and programmes and with missions in the field. The Department selected and awarded the United Nations Television Prize for short films produced by young people worldwide in conjunction with the Plural Plus film festival, convened by the Alliance of Civilizations. Among other examples of cooperation, United Nations Television produced three feature stories related to the United Nations Population Fund 7 Billion Actions campaign and a video on the rule of law for the Department of Peacekeeping Operations. At the same time, the Department of Public Information has stepped up its efforts to deliver United Nations Television's feature programming, including segments from *21st Century* and *UN in Action*, to non-traditional outlets and venues, including academic institutions, international conferences and seminars, as well as social media platforms.

20. As part of a new initiative, the first in a series of in-house screenings of *21st Century* pieces was arranged jointly with the Department of Political Affairs. This event featured the award-winning film on the Cambodia tribunal and included a panel discussion with the filmmaker and the Director of the Asia and Pacific Division of the Department. Stories from *UN in Action* were featured in a wide array of events and venues, including: a ceremony marking the International Day of Rural Women (October); the launch of the *State of World Population* report (October); the United Nations Pavilion at the Eye on Earth Summit (Abu Dhabi, 12-15 December); and an event at the Permanent Mission of Nigeria to the United Nations marking the International Day of the African Child.

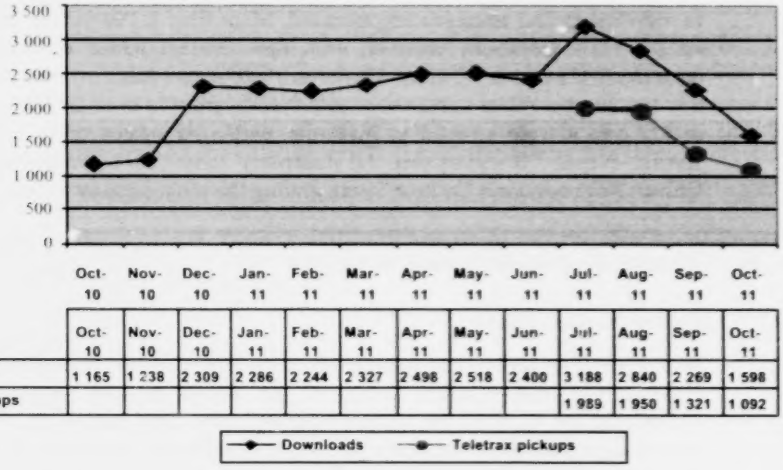
UNifeed

21. The number of outlets rebroadcasting United Nations news, features and exclusive United Nations interviews around the world continued to grow, reflecting the increased demand for free, quality content at a time of shrinking budgets for media organizations, together with the growth of small community and web-based television outlets. UNifeed, which provides content from Headquarters and more than 40 United Nations agencies, funds and programmes, peacekeeping missions and other entities six days a week through Associated Press (AP) Television, reached more than 1,000 broadcast points globally. The UNifeed website now offers MOV format in both High Definition and Standard Definition and remains an important platform for broadcasters in developing countries and for smaller broadcast outlets that do not have access to the AP Television satellite. UNifeed continues to provide material to non-governmental organizations (NGOs), governmental agencies and educational institutions.

22. The Teletrax monitoring system showed an increase in pickup of stories by means of satellite by broadcasters in the Americas, particularly in the United States, during the general debate of the General Assembly in September. For most of the period under review, pickup from Europe also showed a significant increase,

accounting for 42 per cent of the total pickup at the end of 2011, compared with 24 per cent during the corresponding period in 2010. In the Middle East, Teletrax continued to report an ongoing trend of steady pickup by televisions stations, with international broadcasters in the lead.

Figure I
Satellite pickups/downloads of UNifeed stories, October 2010-October 2011



	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Downloads	1 165	1 238	2 309	2 286	2 244	2 327	2 498	2 518	2 400	3 188	2 840	2 269	1 598
Teletrax pickups										1 989	1 950	1 321	1 092

Note: Teletrax was down during parts of the reporting period as a result of technical issues.

Webcasting

23. In its continuing efforts to capitalize on the global reach of video by means of the Internet, the Department took further steps to improve live and on-demand streaming services through its *UN Webcast* operation. Increasingly, live streaming from official meetings was provided not only in English, but also in the original language of the speaker, in an effort to promote multilingualism. Global audiences for live webcasts of meetings and events at Headquarters, including the work of the Security Council and the sixty-sixth session of the General Assembly, continued to grow. In September, the number of video views nearly quadrupled in comparison with the same period in 2010. In addition to its live streaming, *UN Webcast* made available more than 4,200 video clips for on-demand access by users around the world during the reporting period.

24. *UN Webcast* provides live and on-demand webcast coverage not only for meetings held at Headquarters in New York, but also for select United Nations events held abroad. During the reporting period, *UN Webcast* covered the 2011 high-level segment of the Economic and Social Council in Geneva and the Alliance of Civilizations meeting in Doha. *UN Webcast* continued to assist with coverage of Human Rights Council sessions in Geneva and has now trained staff at the United Nations Office at Geneva to provide this service, increasing efficiency and cutting travel costs.

25. The Department's webcasting service was used as a cost-effective way to facilitate internal communication through live streaming of town hall meetings with senior officials in New York and United Nations staff at various locations. Archived webcast videos of such events, as well as recorded training sessions, are accessed with growing frequency by staff.

26. To further expand the reach of its television and video products, the Department continued to enhance its presence on online platforms, including YouTube, where the United Nations channel it maintains showed a steady increase in viewership and audience engagement. More than 2,100 videos are now available on the United Nations channel, with new content added on a daily basis. The accumulated number of video views on the channel has now exceeded 3.7 million, and the number of its subscribers and friends grew to over 20,000. Special projects and playlists were created to highlight particular issues or to bring attention to special events. "It's your General Assembly" and "2011 World Humanitarian Day Citizen Ambassador's Contest" were among the most popular videos.

D. Photos and audiovisual archives

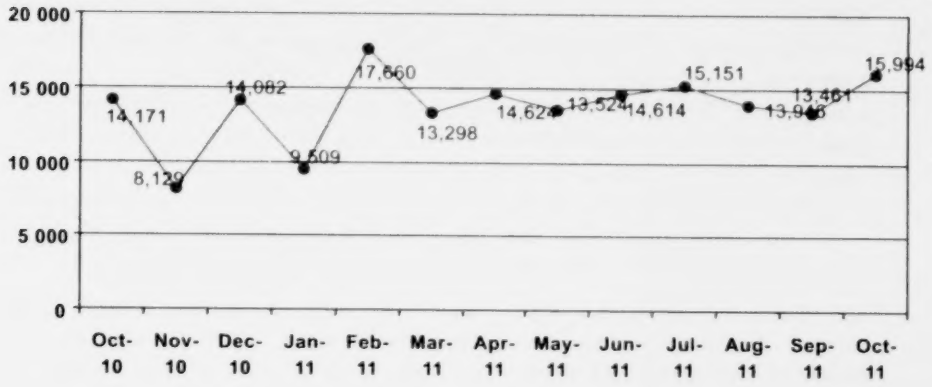
United Nations Photo

27. Providing timely and quality photo coverage of major events and activities at Headquarters and ensuring access to the widest possible range of still images illustrating the work of the United Nations in the field remained a key goal for the Department during the reporting period. From July to November 2011, for example, the United Nations Photo team covered 1,762 events at the United Nations complex in New York, as well as the official visits of the Secretary-General to 22 countries.

28. With some 5,000 new photographs added to its database, the United Nations Photo web page served as a key access point for users from all walks of life, from journalists and photo editors to the public at large and representatives of Governments and NGOs. This has translated into a growing number of site users. Reflecting interest in the general debate and high-level events during September 2011, the number of page views peaked at 665,000. Approximately 30 United Nations photographs were also picked up and published by major news wire services. Figure II shows the continued growth in the number of high-resolution images downloaded from the website — another indicator of professional interest.

Figure II

Downloads of high-resolution images from the United Nations Photo website, October 2010-October 2011



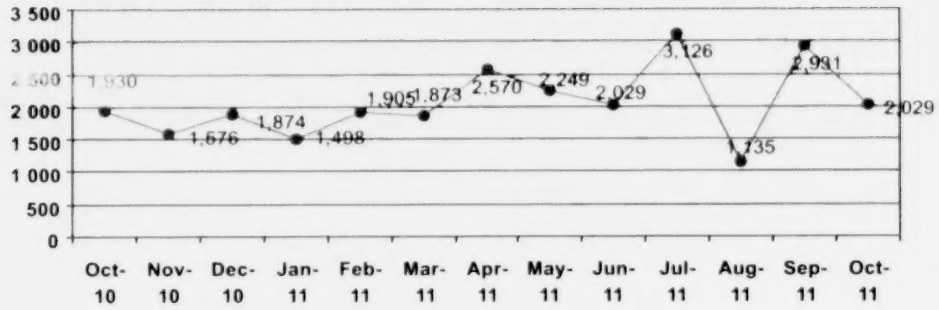
29. The presence of United Nations Photo on social media continued to grow in popularity. In October 2011, cumulative views on Flickr exceeded 1.4 million, a 123 per cent growth year on year, while the number of Facebook fans surpassed 11,000, more than doubling the figure a year ago.

30. United Nations Photo continued to work with the Photo Library to make available on the website a greater variety of legacy photos documenting the early years of the Organization. Between July and November 2011, approximately 1,700 legacy images were published, concluding an intensive process of digitization, retouching and caption editing. Given the existing level of resources, the task of digitizing the remaining treasure trove of approximately 150,000 legacy photos remains a formidable challenge.

Audiovisual Archives and Library Services

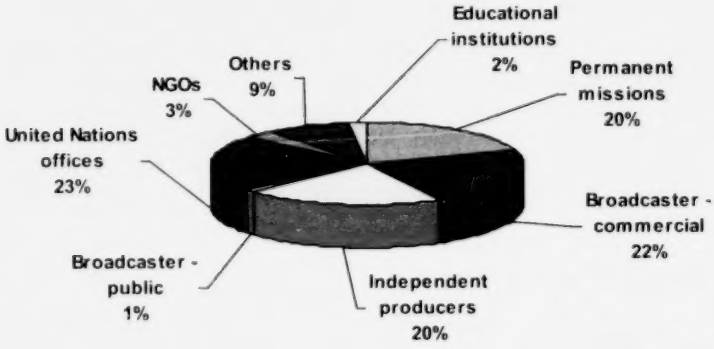
31. The Audio Library serves as a valuable resource for the media, delegations and the general public, providing access to audio recordings of meetings of the Organization's main bodies, as well as of special events and press briefings at Headquarters. As the year progressed, the number of downloads showed a trend towards steady growth, despite seasonal variations, as figure III shows. At the same time, United Nations Radio Classics — old radio programmes published on the Audio Library web page after being digitized — continued to attract new users, including students and researchers.

Figure III
Downloads of unedited audio recordings



32. The Film and Video Library saw a 13 per cent year-on-year increase in the number of requests it served during the reporting period, while the number of its registered clients reached 4,000. As figure IV shows, the Library provides an important service to the Member States as well as to the media.

Figure IV
Film and Video Library clients by categories, October 2010-December 2011



33. A key challenge facing the Department is the digitization of its entire audiovisual collection, preserving a unique heritage for future generations while providing easier access to the public. In addition to seeking the support of Member States, the Department has been actively reaching out to institutions, foundations and others that may have an interest in supporting this important activity. A generous private donation, made possible through the United Nations Foundation, will enable the Department to digitize audio recordings of all the concerts that have taken place at Headquarters since the 1950s. The project, expected to be completed within a year, will ensure the preservation of a unique part of the Organization's heritage and that of the League of Nations. The Department plans to provide on-demand Web access to the digitized concerts for audiences around the world.

E. United Nations News Centre

34. The multilingual *UN News Centre* portal continued to serve as one of the Organization's premier online news sources, providing breaking news and in-depth features on United Nations activities seven days a week, and attracting visitors in high numbers from around the world. The journalistic style of its news and features coverage makes it an attractive free resource for print and web-based media outlets around the world at a time of budget cuts.

35. During the reporting period, the *UN News Centre* in English averaged more than 1 million page views per month and reached the milestone of publishing its 40,000th online news story. Versions of the portal in other official languages also registered increased views. The thematic News Focus pages were continuously updated to facilitate visitors' access to a wide range of news-related sources and materials.

36. Stories from the *UN News Centre* were actively used by a wide variety of websites — internal and external alike — as a way of providing dynamically updated reports on the latest developments around the United Nations system. Stories from the portal were featured on the web pages of various United Nations departments, offices and agencies, as well as online outlets run by NGOs and academic institutions. They also regularly appeared on news aggregator websites. The *UN News Centre* following on social networks increased dramatically during the reporting period, with close to 40,000 fans on Facebook and 14,000 followers on Twitter (English and French combined) in November. Over the two-month period in October and November, the fan base on the *UN News Centre* English-language Facebook page grew by 5,000.

37. The *UN News Centre* has also expanded its feature coverage, with stories highlighting the work of staff in the field and a major increase in the number and range of interviews in its "Newsmakers" series. In line with the efforts by the Department to expand the scope of multimedia products, the News Services Section, which has overall responsibility for the portal, produced and published a number of innovative features, including:

(a) An in-depth interview, in English and French, with the outgoing Special Representative of the Secretary-General for Haiti, Edmond Mulet (http://bit.ly/nnAan8);

(b) *Backstage buzz*: a series of short videos offering behind-the-scenes multilingual perspectives from delegates and United Nations staff members at the opening of the sixty-sixth session of the General Assembly, speaking in their own languages (http://bit.ly/ojpuym);

(c) A multimedia photo-essay featuring an original interview with photographer Marco Grob upon his return from Afghanistan on mission with the United Nations Mine Action Service (http://bit.ly/umOwe2).

F. Press releases

38. As a key part of its news-related services, the Department continued to provide fast, accurate and comprehensive coverage of all open intergovernmental meetings and press conferences at Headquarters and other locations. Between July 2011 and January 2012, the meetings coverage operation produced a total of 2,361 press

releases, with 11,803 pages in English and French, including end-of-year round-ups of Security Council and General Assembly actions. As part of its efficiency savings, the Department has reduced the number of printed copies it produces from a total of more than 4 million in 2006 to fewer than 400,000 in 2010.

39. The coverage, made available in hard copy at Headquarters and distributed to worldwide audiences by means of the Internet and the United Nations information centres, included:

(a) A total of 445 press releases covering meetings of the main part of the sixty-sixth regular session of the General Assembly, from mid-September to December 2011;

(b) A total of 390 press releases on the Security Council, including a summit-level meeting on preventive diplomacy, and substantive debates on Afghanistan, the Middle East, Côte d'Ivoire, Somalia, the Democratic Republic of the Congo, Libya, the Sudan, the international criminal tribunals, women and peace and security, and the protection of civilians, as well as press statements;

(c) Nearly 1,100 other press releases, including statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as material from other United Nations offices and departments;

(d) Close to 500 summaries of press briefings of the Spokesperson for the Secretary-General and other press conferences held at Headquarters.

III. Other services

Services to the media

Media liaison and accreditation

40. During the general debate in the General Assembly and the high-level meetings (18-27 September), the Department processed almost 2,000 media accreditations, facilitated 143 photo opportunities with the Secretary-General and various dignitaries, and monitored and provided logistics to 22 stakeouts, 15 press conferences and 9 major events in the North Lawn Building. It also assisted journalists in the Media Centre and the Media Liaison Desk in the General Assembly building. During the same period, 206 special passes were given to press attachés to allow them to escort their national press and official photographers and cameramen to bilateral meetings and other events taking place in restricted areas.

41. The Department's Media Accreditation and Liaison Unit continues to disseminate information about United Nations events through its daily media alert, which is e-mailed to 4,000 recipients. It sends alerts concerning meetings and key documents through its Twitter account that targets the press and has more than 2,000 followers. Between 1 July and 1 December 2011, the Department conducted 15 media tours for groups of professional journalists and journalism students.

IV. United Nations website

A. Growing content and improved presentation

42. Alongside its efforts to enhance the overall usability and structural coherence of the United Nations website (www.un.org), the Department developed or redesigned websites for other offices of the Secretariat, including the Department of Peacekeeping Operations, the Office for Disarmament Affairs, the Peacebuilding Commission, the Department of Political Affairs, the Office of the Special Adviser on the Prevention of Genocide and the Office of Administration of Justice. All sites were developed in the six official languages and in accordance with the accessibility standards required by the General Assembly. Overall, more than 8,000 new multilingual pages have been added to the site.

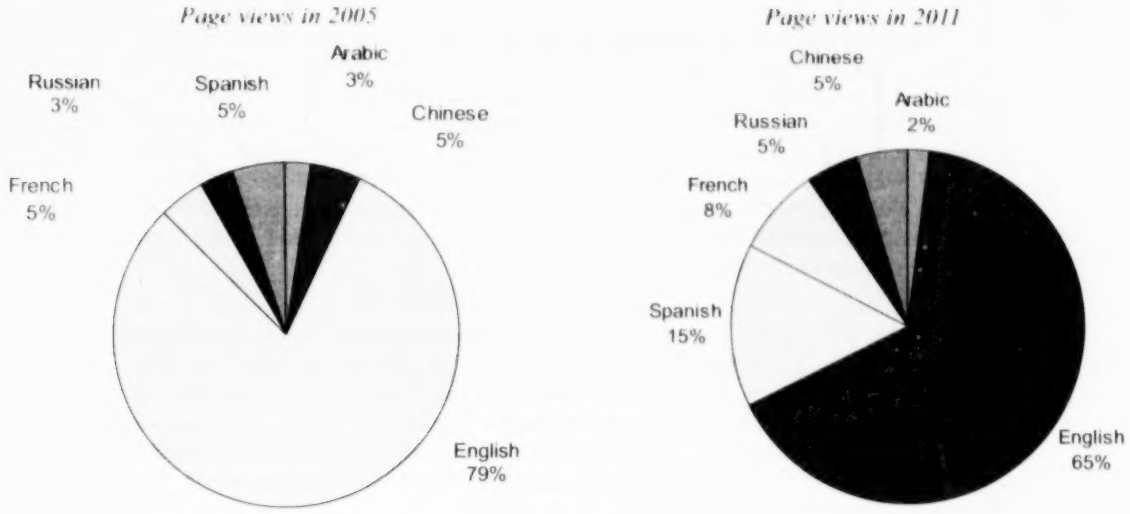
43. To facilitate user access to the information related to the special observances mandated by the General Assembly, such as international days, weeks, years and anniversaries, the Department worked to upgrade the web pages featuring those events. Meanwhile, visitors to the recently redesigned "Global Issues" segment of the website had at their disposal a broader range of topics and a greater selection of in-depth source materials and related multimedia content, such as radio interviews and videos. During the reporting period, the Department also launched a new site highlighting its activities.

B. Multilingualism: from website development to social media outreach

44. In its continuing efforts to enhance the multilingual nature of its products, the Department relies on its highly successful cooperative arrangements with universities in China, Belarus and Spain for the translation of web content into Chinese, Russian and Spanish. In addition to these existing partnerships, the Department has launched a pilot collaborative arrangement with the Department for General Assembly and Conference Management to provide translation into Arabic. This cooperation has already resulted in an increased number of translated pages added to the Arabic version of the website. The Department is also continuing its arrangement with the United Nations Volunteers programme to assist with high-quality translations of content into French.

45. Over the years, the use of the language sites has been growing. This is because new content is being added in the languages. In addition, Internet usage has grown rapidly in the areas of the world where the official languages are used. As can be seen in figure V, the percentage of visits to the Spanish pages increased from 5 per cent in 2005 to 15 per cent in 2011, while the French pages experienced an increase from 5 per cent in 2005 to 8 per cent in 2011. Consequently, of course, the English pages experienced a decline in terms of the percentage of total visits from 79 per cent in 2005 to 65 per cent in 2011. The percentages change owing to a number of factors, such as an uneven amount of material being added to the languages, demographics specific to each language, connectivity and others.

Figure V
Visits to the United Nations website by language, 2011
(Percentage)



Social media

46. Given the proliferation of social networks in various parts of the world, including in the developing countries, the Department paid special attention to expanding its outreach in this sphere in all official languages. On Twitter, the Spanish account, ONUWeb, has gained some 13,800 followers, which represented an increase of over 550 per cent over 2010 figures.

47. On the United Nations channel on YouTube, for example, the Spanish-language page that features more than 50 videos has registered some 19,500 views in just 11 months. The French-language channel, launched in September 2010, now has close to 120 videos with over 60,000 views. The channel has been expanded and now offers playlists by categories: human rights, peace and security, health, the Millennium Development Goals, post-conflict recovery, the least developed countries, violence against women, women's health, and women's rights, Haiti, climate change and the environment and development. Meanwhile, the Chinese-language United Nations channel on *Weibo* continues to grow, crossing the 1 million mark in total number of followers.

48. On Facebook, the French and Spanish pages maintained by the Department are showing steady growth. Compared with 2010, the fan base on the Spanish site has increased by over 300 per cent, reaching a total of nearly 16,000. In a little over a year, the French page has gained nearly 6,700 fans as it has increased the posting of multimedia content, including photos, video and infographics. The Facebook pages in French and Spanish were effectively used to promote Human Rights Day through the posting of articles from the Universal Declaration of Human Rights in the weeks leading up to the Day. The initiative attracted the keen interest of users who actively shared the information and commented on the posts. There was a similarly strong interest in the live conversation with the High Commissioner for Human Rights,

which took place on 9 December 2011. An analysis of usage patterns shows that videos generated the greatest number of reactions (39 per cent), followed by photos (31 per cent) and links (22 per cent).

C. Improved web usage metrics

49. Following the introduction in 2009 of Google Analytics as a new system for website traffic analysis, the Department has installed the required code on most existing web pages. At present, virtually all pages on www.un.org are covered, with the resulting statistics offering a much more complete picture compared with earlier analyses. Efforts are under way to further customize and rationalize the use of web metrics tools to achieve more integrated traffic analysis of the entire United Nations website.

United Nations website usage metrics, 1 January to 29 November 2011

Language	*New visits*	*Total visits*	*Unique visits*	*Page views*	*Average pages*
Arabic	653 820	970 503	851 870	2 698 289	2.78
Chinese	1 755 830	2 355 743	2 170 274	6 153 532	2.61
English	16 095 126	28 391 572	23 050 579	86 757 196	3.06
French	2 149 056	3 602 469	3 021 081	10 919 821	3.03
Russian	1 349 957	2 327 885	1 882 963	6 312 386	2.71
Spanish	5 715 316	8 264 824	7 027 251	19 892 226	2.41
Total	**27 719 105**	**45 912 996**	**38 004 018**	**132 733 450**	**2.89**

D. Accessibility

50. The Department has continued to ensure that the United Nations website remains accessible to persons with disabilities, in compliance with the relevant resolutions of the General Assembly. Compliance with these requirements, including for those with visual, hearing and mobility impairments, requires the captioning of many of the increasing number of videos uploaded to the website. The Department has developed technical standards to assist departments and offices across the Secretariat in producing accessible web content and continues to ensure compliance with these standards.

51. The use of mobile devices, such as tablet computers and smartphones, is growing all over the world, with an ever-increasing percentage of users accessing the Internet using these devices. In addition, more and more social network users are relying on these devices to access social networks. The Department is thus ensuring that new pages are accessible on these devices and is completely reprogramming the software applications used to access documents on the official document system, so as to ensure that these documents are accessible by tablet devices and smartphones. It is also finalizing relevant applications for displaying and searching news articles from the *UN News Centre* portal on specific tablet devices.

V. Conclusions

52. The Department of Public Information continued to work on enhancing the effectiveness and expanding the reach of a wide array of its news services and related products. To better address the needs of its varied audiences and partners in various parts of the world, particularly in the developing countries, it maintained a strong focus on traditional means of communication — radio, television and print — while, at the same time, making every effort to capitalize on the opportunities presented by the Internet and new media platforms, including social networking sites and mobile devices. By expanding the use of multimedia products and services and making more products available on the Internet for download in broadcast quality or in high resolution, the Department has been able to reach a more diverse, and younger, audience. At the same time, the Department continued to disseminate information to those who have no, or very limited, access to the Internet.

53. Despite the challenges presented by the ongoing capital master plan, which has resulted in a significant dispersal of production teams and led to technical constraints, the Department was able to ensure the smooth functioning of all of its news and media support services. Building on its experience of monitoring and evaluating its output, the Department used the Teletrax system and Google Analytics to continuously assess its operations and make them more responsive to the needs of their target audiences and clients.

54. The Department has continued its efforts to improve multilingual content on the United Nations website, but challenges identified previously have persisted. Author departments and offices continue to generate and post web content in English only. The expanded use of social media could also lead to an uneven balance in content generation in different languages. With regard to web content management, the Department worked with the Office of Information and Communications Technology to identify short-term open-source content management systems, in order to ensure that content management becomes more organized, secure and useful for visitors to the United Nations website, while remaining within allocated resources.

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Activities of the Department of Public Information: outreach services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 66/81 B, summarizes the key advances made by the Department of Public Information during the period from July 2011 to February 2012 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department — strategic communications services and news services — are described in separate reports of the Secretary-General (A/AC.198/2012/2 and A/AC.198/2012/3).

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I. Introduction

1. In its resolution 66/81 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-third session (A/AC.198/2011/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the activities of the outreach services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at Headquarters.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2011 to February 2012.

II. Strengthening global engagement with the United Nations

5. The Outreach Division works to strengthen international support for the role and activities of the Organization by informing the public about the goals, priorities and concerns of the United Nations and by engaging in an interactive dialogue with its global constituencies. To fulfil its mission, the Division develops programmes, products and services for Member States, civil society, young people and the general public. Numerous initiatives are carried out in alliance with a wide range of partners, including non-governmental organizations, the academic community and educational institutions, the entertainment industry, celebrity advocates (such as the Messengers of Peace), partner libraries (including depository libraries) and other representatives of civil society and the media. The Division also works to provide relevant information products and services to Member States, Secretariat staff and researchers and to support internal communications at the United Nations. In addition, the Division promotes increased participation and involvement in the work of the United Nations through conferences, briefings, exhibits, publications and teaching materials.

6. During the period under review, the Outreach Division solidified its mandate among its traditional audiences in the general public and civil society, especially young people, and increased the use of social media platforms for its outreach efforts, thus enlarging its constituency and further broadening global engagement with the United Nations.

III. Increasing the involvement of civil society in the Organization's activities

A. Community of non-governmental organizations

7. The sixty-fourth annual United Nations Department of Public Information/Non-Governmental Organizations Conference, held in Bonn, Germany, from 3 to 5 September 2011, once again served as a unique opportunity to strengthen relations between the Department and the community of non-governmental organizations, in particular those from Eastern Europe and Germany, the host country. The Conference, on the theme "Sustainable societies; responsive citizens", focused on the critical role of civil society in volunteering to make the issue of sustainable development a reality in the lives of people around the world. The Conference was also an important opportunity for civil society to have its voice heard on key issues included in the agenda of the United Nations Conference on Sustainable Development, to be held in Rio de Janeiro, Brazil, in 2012 (Rio+20).

8. The Conference attracted about 1,300 participants from 300 non-governmental organizations and 85 countries, including representatives from academia, the media, the United Nations system and Member States. It featured addresses given by high-level experts in sustainability and volunteerism and included four round tables, as well as 38 workshops and 26 exhibits organized by non-governmental organizations. For the first time, several Conference-related public events were organized for the residents of Bonn and the German-speaking participants at the Conference.

9. The sustained involvement of civil society activists and non-governmental organizations in the drafting of the Declaration of the Conference set the event apart from previous ones. The final document reflects the views of a wide global cross section of the non-governmental organization community worldwide. In Bonn, non-governmental organizations committed to presenting the recommendations of the Final Declaration to their Governments for inclusion in their national perspectives on Rio+20 as well as in activities to mark the tenth anniversary of the International Year of Volunteers. The Declaration was also presented to the Secretary-General and to the President of the General Assembly.

10. Attendance at the weekly briefings for the non-governmental organization community associated with the Department remains consistently high (150-170 participants), despite the lack of a permanent venue during the renovation of United Nations Headquarters.

B. United Nations Academic Impact initiative

11. The United Nations Academic Impact global initiative aligns institutions of higher education with the United Nations in actively supporting universally recognized principles in the areas of human rights, literacy, sustainability and conflict resolution. The initiative continues to grow in membership. By the end of 2011, more than 770 institutions of higher learning and research in 110 countries had joined the initiative.

12. The initiative celebrated its first anniversary with a concert on 18 November 2011 at Purchase College, United States of America, on the theme of intercultural dialogue and the unlearning of intolerance.

13. During the reporting period, the initiative and its member institutions organized a range of events, including:

(a) The United Nations Academic Impact Forum on the theme "New partners for change: the United Nations and the world academic community", was held in Seoul in August. The Forum was opened by the Secretary-General and the Prime Minister of the Republic of Korea and included the first-ever meeting of the United Nations Academic Impact global hubs on 12 August, International Youth Day, on which date the initiative's website (http://outreach.un.org/unai/) was also launched;

(b) On 14 September, in celebration of the thirtieth anniversary of the International Day of Peace, the initiative organized a symposium in partnership with Kyung Hee University in the Republic of Korea on the theme "Give peace another chance". Through a video link, more than 4,000 students representing 30 universities (19 in the Republic of Korea and 11 in the United States) participated in the event, which was opened by the Secretary-General;

(c) On 4 October, as part of the "Unlearning intolerance" series, the UNAI initiative held an event at the United Nations Bookshop linked to the International Day of Non-Violence and the release of Archbishop Desmond Tutu's authorized biography. The programme included an exclusive video message from the Archbishop and addresses by the Chancellor of the Asian University for Women, Cherie Blair, and the producer of a television series on non-violence, Steve York;

(d) On 7 and 8 October, Lahore University of Management Sciences in Pakistan, which is the United Nations Academic Impact hub for the "Education opportunity for all" project, conducted a two-day essay-writing workshop in a Government pilot girls' high school in Wahdat Colony in preparation for an essay competition held on 14 October. A total of 400 students in their first year were taught descriptive and creative writing by specially trained volunteer students of the University;

(e) On 15 and 16 November, the initiative hosted the Black Sea Universities Network workshop on education and governance for sustainable development, where the Network's member institutions met and held discussions with counterparts in various United Nations departments and programmes on projects related to environmental sustainability and development in their region;

(f) An exhibit entitled "Design with the other 90 per cent: cities" (see para. 31 below) was arranged at United Nations Headquarters under the auspices of the initiative, which also arranged a series of panel discussions relating to various themes reflected in the exhibit.

IV. Engaging young people

A. Global Model United Nations Conference

14. The Department held the third annual Global Model United Nations Conference in Incheon, Republic of Korea, from 10 to 14 August 2011, in

partnership with Incheon Metropolitan City and the United Nations Association of the Republic of Korea, on the theme "Sustainable development: advancing human progress in harmony with nature". Participation at the Conference was gender-balanced and included close to 500 students from 62 countries and 200 universities.

15. The Conference included a simulation of four of the Main Committees of the General Assembly, a plenary meeting of the Assembly, and an emergency meeting of the Security Council. The Conference produced eight substantive resolutions on issues as varied as nuclear safety and security for sustainable development; the impact of armed conflict on sustainable development; ensuring global food security through sustainable agriculture; gender and sustainable development; environmental refugees; and political commitment to international environmental governance. It was an opportunity for young people to begin to become actively involved in the issues that will be addressed at the United Nations Conference on Sustainable Development. Two video chats were conducted to give student delegates live access to United Nations officials and diplomats to help them better understand issues related to sustainable development.

16. A key aspect of the Global Model United Nations Conference was the training of 28 students selected from every region of the world to lead it. In two workshops, in New York and at the conference venue, a multinational group of students was exposed to substantive issues and conference planning to prepare them for managing the event. The Conference continues to serve as a model of best practices for other model United Nations programmes around the world, encouraging the development of new programmes where they did not exist before and inspiring young delegates to become involved in global issues. In the past three years, alumni at the Conference have established more than 20 model United Nations programmes in their countries.

B. Student conferences

17. Outreach to young people also continued and expanded during the reporting period through the organization of student conferences for middle- and high-school students. In September 2011, approximately 300 students and teachers participated in the observance of the International Day of Peace, held at Headquarters on the theme "Peace and democracy".

18. December 2011 marked the fourteenth anniversary of the first United Nations student conference on human rights. More than 700 students — including 300 through videoconference from Memphis, United States; Toulouse, France; Mexico City; and Tirgu-Mures, Romania — participated in the conference, which was held at United Nations Headquarters. The three-day event was organized to provide an enriching educational experience aimed at encouraging students to research human rights issues and prepare recommendations and project proposals to implement in their schools and communities as a way of reinforcing their commitment to human rights. The 2011 conference, on the theme "Discrimination and human rights defenders", was also organized as an integral part of the tenth anniversary of the 2001 World Conference against Racism, Racial Discrimination, Xenophobia and Related Intolerance. The students were addressed by the Assistant Secretary-General for Human Rights and Head of the New York Office of the Office of the United Nations High Commissioner for Human Rights.

19. The United Nations student conference on human rights was organized in cooperation with numerous partners, including the United Nations Information Centre in Mexico City, the United Nations Regional Information Centre in Brussels and the United Nations International School, in New York. More than 400 students from approximately 40 New York City public schools and scores of students from schools in New Jersey and Wyoming, United States, and Winnipeg, Canada, participated.

C. "UN4U"

20. In commemoration of United Nations Day on 24 October 2011, the Department organized the fourth annual "UN4U" ("the United Nations works for you") programme, during which United Nations officials visited local high schools and engaged students on issues of importance to the Organization. In New York, more than 70 United Nations staff members visited 63 schools and briefed 75 assemblies, speaking to approximately 9,000 students. The participation of the Secretary-General in 2011 was a highlight of the programme. He spoke to an assembly of 450 students on United Nations Day and used the occasion to launch the countdown to the United Nations Population Fund "7 Billion Actions" campaign. The 2011 outreach, which took place over a two-week period, saw an increase of 22 per cent in student participation from 2010. The increase is due in part to a partnership with the New York City Board of Education, which promoted the programme on its web page, electronic newsletter and calendar and e-mail list. Teachers also posted pictures and information on their participation in "UN4U" on individual school websites and blogs.

21. For the first time, simultaneous briefings were offered in multiple languages (Chinese, Spanish, French, and English) at some schools. A new design for "UN4U" was produced in 2011, and updated programme materials were distributed to United Nations information centres, teachers and students in advance of speakers' visits.

V. Spotlighting the United Nations through the arts and entertainment

A. Creative Community Outreach Initiative

22. The Creative Community Outreach Initiative of the Secretary-General was launched to tap into the prodigious outreach potential of television and film and to serve as a one-stop shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations.

23. The Initiative has expanded significantly and currently offers script review, technical advice and logistical assistance, working with substantive United Nations offices in order to provide accurate and timely information to the creative community. A number of noteworthy projects have been undertaken since July 2011, including the following:

(a) The Department arranged for United Nations senior staff, filmmakers, and United Nations Goodwill Ambassadors to participate in an event at Centro Niemeyer in Aviles, Spain, designed to familiarize film and television professionals

in Spanish- and Portuguese-speaking regions of the world with the work of the United Nations;

(b) A highly successful fashion-based reality television show broadcast on a major network in the United States and a cultural reality television programme for a major network in Europe filmed episodes at Headquarters that highlight some of the Organization's themes;

(c) A high-level panel discussion, which included the Secretary-General, the Permanent Representative of Uruguay to the United Nations, the Under-Secretary-General for Field Support, the Police Adviser of the Department of Peacekeeping Operations and the director of the feature film *The Whistleblower*, followed a screening of the film at United Nations Headquarters.

B. Celebrity advocacy

24. A number of Messengers of Peace and Goodwill Ambassadors took part in the observance of the thirtieth anniversary of the International Day of Peace at United Nations Headquarters. After the traditional Peace Bell ceremony, the celebrity advocates spoke at a student observance on the theme "Peace and democracy: make your voice heard", which gathered over 300 students from New York, Pennsylvania and New Jersey (United States); and Montreal (Canada). The Secretary-General also hosted a luncheon in honour of the Messengers of Peace and Goodwill Ambassadors.

25. As part of the ongoing campaign to help generate concrete actions by world leaders to achieve the Millennium Development Goals by 2015, the Secretary-General called upon the 32 "champions" of the Goals, comprising Messengers of Peace and Goodwill Ambassadors, to renew their one-year commitment to assist in raising awareness of the Goals.

C. United Nations Day Concert dedicated to cultural diversity

26. The 2011 United Nations Day Concert on the theme "Celebrating cultural diversity" was sponsored by the Permanent Mission of Mongolia to the United Nations and featured a selection of traditional Mongolian music, opera, contortion and dance, as well as contemporary pieces and world classics. The concert was made available on the United Nations webcast page and televised live in the New York area.

27. Furthermore, during the reporting period, an exhibition of Chinese wushu (martial arts) was organized in the General Assembly Hall with a special appearance by Jet Li, a movie star, martial artist and World Health Organization Goodwill Ambassador. Sponsored by the Permanent Mission of China to the United Nations in partnership with the Chinese Wushu Association, the exhibition, on the theme "Peace, friendship and health", featured more than 100 young performers from various countries in a display of Chinese martial arts techniques and skills. The exhibition was made available on the United Nations webcast page and televised live in the New York area.

VI. Engaging the public

A. Speaking engagements and briefings

28. In 2011, the speakers' bureau of the Department organized and facilitated more than 650 in-house briefings, videoconferences and outside speaking engagements, reaching more than 33,500 individuals in North America, mainly in the United States. For example, a staff member of the Office for the Coordination of Humanitarian Affairs spoke about United Nations humanitarian efforts in Haiti at an event in New York; a United Nations Children's Fund staff member addressed a conference in North Carolina on child trafficking; and a World Food Programme staff member made a presentation about hunger and food security at an event in Kansas. Large venues were not readily available in 2011 to accommodate large-group programmes at Headquarters, resulting in a slight decrease in outreach. In an effort to increase the breadth and availability of briefings at Headquarters, the speakers' bureau held a campaign in the spring and recruited 60 new speakers.

29. The Department continued to respond to direct communications received from the public in the form of petitions, letters, e-mails, telephone calls and in-person enquiries. It produced fact sheets in hard copy and for the Web.

B. Exhibits and guided tours

30. In 2011, more than 1 million visitors viewed the rotating roster of public exhibitions curated and installed by the Department in the Visitors' Lobby at Headquarters. The website for visitors allows a greater breadth of programme content to reach online visitors directly and indirectly through links to exhibitors' web pages and social media.

31. Between July 2011 and February 2012, 11 exhibits were organized, and the permanent exhibit on the question of Palestine and the United Nations was revised and updated. The exhibit entitled "Design with the other 90 per cent: cities" was presented by the Smithsonian Cooper-Hewitt National Design Museum in cooperation with the United Nations Academic Impact initiative, and showcased a multitude of sustainable design projects for cities of the present and the future. The exhibit on the theme "The African continuum: celebrating the diversity, culture and contributions of people of African descent" displayed works from academic institutions, museums, photographers and emerging artists of the African diaspora; and three exhibits were installed during Holocaust remembrance week in memory of the victims of the Holocaust.

32. Guided tours at Headquarters were updated to offer a more complete experience to a wide range of target audiences. Recent additions include a display from the "Mayors for peace" initiative, inaugurated by the Secretary-General and Michael Douglas, a Messenger of Peace, and hands-on interactive elements, such as a peacekeeper's helmet that visitors can try on. This is part of an ongoing effort to develop tours that are more geared towards children. In October 2011, special architectural tours of United Nations Headquarters were offered as part of the "Open house New York" weekend.

33. From 1 January to 30 November 2011, a total of 234,698 visitors took a guided or audio tour of Headquarters.

34. The guided tours will operate in the General Assembly Building until the beginning of 2013. Since 2010, the tour route has no longer included the Conference Building. This, along with security-related closures and an overall downturn in the number of tourists visiting New York City in 2011, explains the slight drop in the number of guided tours given that year.

C. Visitors Services online

35. In 2011, the United Nations Visitors Centre website (http://visit.un.org) had 237,487 visits and 912,951 page views, and its Facebook page had more than 2,000 fans. The website provides information on the services offered at Headquarters to visitors, including tours, exhibits, lectures, shops and the post office. It also includes fact sheets and answers to frequently asked questions.

D. Citizen Ambassadors to the United Nations

36. Leveraging the power of the Internet, the third annual Citizen Ambassadors to the United Nations video contest, hosted on the United Nations YouTube channel, invited citizens of the world to propose one idea to the Secretary-General that could help to make the world a better place. The contest was organized in collaboration with the Office for the Coordination of Humanitarian Affairs.

37. The three winners, selected from a pool of more than 600 men and women who contributed videos from roughly 80 countries, visited the United Nations on 16 December. They attended briefings on humanitarian issues, met with the Secretary-General to discuss their contest-winning ideas and took a VIP tour of Headquarters.

VII. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

38. Educational and youth outreach on Holocaust remembrance was a priority during the reporting period. The Department presented its activities and educational materials at four professional development seminars for middle and high school educators held in July and August and published three new discussion papers drafted by scholars from Argentina, China and France for university students and academics. The Department's activities include the following:

(a) In November 2011, the Department marked the fiftieth anniversary of the Nuremberg trials with a round-table discussion on the theme "Justice and accountability after the Holocaust". The event, held in cooperation with the International Bar Association, was aimed at examining the impact that the trials had on the development of international jurisprudence;

(b) In January 2012, the Department carried out a number of activities organized in observance of the annual International Day of Commemoration in Memory of the Victims of the Holocaust on the theme "Children and the Holocaust". A memorial ceremony was held on 27 January 2012 in the General Assembly Hall, which included a performance by students from the musical theatre

production "Sosúa: dare to dance together", on the true story of the immigration of Jewish refugees to the Dominican Republic. The Day was also commemorated by United Nations offices around the world in a variety of ways. In addition, three exhibits were opened at Headquarters: "The face of the ghetto: pictures taken by Jewish photographers from the Lodz Ghetto, 1940-1944", curated by the Topography of Terror Foundation in Berlin in cooperation with the National Archives in Lodz, Poland, and with support from the Government of Germany; "A monument of good deeds: dreams and hopes of children during the Holocaust", curated by Yad Vashem, the Holocaust Martyrs' and Heroes' Remembrance Authority; and "The Holocaust — keeping the memory alive", which featured the top 16 posters of a design student poster contest, a project of the Task Force for International Cooperation on Holocaust Education, Remembrance and Research in partnership with Mémorial de la Shoah, Yad Vashem, the Ministry of Public Diplomacy and Diaspora Affairs of Israel, the European Shoah Legacy Institute and the Holocaust and the United Nations Outreach Programme;

(c) The Department also launched a new online educational tool, IWitness, a searchable collection of Holocaust survivor video testimonies and resource materials. The event was held with 300 schoolchildren in attendance, in partnership with the University of Southern California Shoah Foundation Institute for Visual History and Education and the Permanent Mission of the United States to the United Nations;

(d) The documentary film *The Last Flight of Petr Ginz*, on the life and artwork of Petr Ginz, a Jewish boy from Prague who perished in the Holocaust at the age of 16, was screened in partnership with the Documentary Film Program at Wake Forest University, the Documentary Institute at the University of Florida and the Permanent Mission of the Czech Republic to the United Nations;

(e) The Holocaust and the United Nations Outreach Programme also produced a 32-page study guide for students aged 13 and up that serves as a companion to the film. Both the guide and the film were distributed to the global network of United Nations information centres for educational programmes;

(f) The Department partnered with the 92nd Street Y (Young Men's and Young Women's Hebrew Association) in a concert series entitled "Remember me: music, art and poetry — celebrating the children of Terezin", as well as in the production of a teachers' guide and student journal under the same title for more than 3,000 elementary schoolchildren in the New York metropolitan area.

VIII. Reham Al-Farra programme

39. The Department held the thirty-first annual Reham Al-Farra Memorial Journalists Fellowship Programme from 12 September to 21 October 2011. Fourteen junior and mid-level print and broadcast journalists — eight women and six men — from the Bahamas, Barbados, Cameroon, Croatia, the Democratic Republic of the Congo, the Gambia, Georgia, Ghana, Kiribati, Oman, Palau, Swaziland, Tajikistan and the United Arab Emirates participated. Highlights of the six-week programme include an academic workshop at Fordham University and visits to host country families in Rochester arranged by the United Nations Association of Rochester. Participants engaged in practical reporting work and produced stories in

collaboration with the News and Media Division, covering the activities of the sixty-sixth session of the General Assembly.

IX. United Nations flagship publications

Yearbook of the United Nations

40. A survey of users of the website of the *Yearbook of the United Nations* was undertaken, and the results indicated that most users of the website, which contains the editions of the *Yearbook* from 1946 to 2007, worked for international organizations. While the 130 participants were satisfied with the accuracy of the information, some would like more search functions added and the most current editions of the *Yearbook* made available online sooner. The sections most used were those on political and security questions and economic and social questions. Of the participants surveyed, 65 per cent were from North America, 14 per cent from Africa, 13 per cent from Europe, 6 per cent from Asia and the Pacific and 2 per cent from other regions. During the reporting period, the Department held a training session for Headquarters staff and members of permanent missions on the use of the online version of the *Yearbook*.

UN Chronicle

41. The *UN Chronicle*, the only United Nations periodical that covers issues of concern to all parts of the Organization, continues to maintain gender parity and to bring in contributors from the developing world. In 2011, the journal focused on HIV/AIDS as it entered its fourth decade; United Nations efforts towards achieving peace, in commemoration of the fiftieth anniversary of the death of Secretary-General Dag Hammarskjöld; the digital dividend and a world information society, subjects on which resolutions of the Committee on Information had placed particular emphasis; and the set of priorities for action that the Organization and the Secretary-General would focus on in the next five years. The first issue of the *UN Chronicle* in 2012 will look ahead to the United Nations Conference on Sustainable Development and will be disseminated in May, prior to the Conference.

42. The Department is actively pursuing opportunities to team up with external partners in publishing the *UN Chronicle* in the other official languages, as well as in local languages. In that regard, the arrangement made in 2010 for a Korean edition was renewed in 2011.

The United Nations Making a Difference

43. During the reporting period, the Department published its first educational calendar, *The United Nations Making a Difference*, in all six official languages. The illustrated 2012 calendar was widely distributed to United Nations information centres and other partners worldwide and was made available for purchase in the United Nations Bookshop. The calendar highlights the work of the United Nations in such diverse areas as advancing women's rights, clearing landmines, fighting hunger, fostering democracy, improving global health, laying the groundwork for business, meeting humanitarian needs, peacekeeping, promoting development, prosecuting war criminals and protecting the environment. Drawing special attention to major United Nations activities in 2012, it also features the new United Nations system chart and United Nations observances throughout the year. Its parent

publication, *Sixty Ways the United Nations Makes a Difference*, was updated and remains available online.

X. Sales and marketing: expanding access to knowledge and information in all formats

A. Sale and marketing of United Nations publications

44. During the reporting period, the Department continued to expand its digital and print-on-demand programme through its sales and marketing arm, with the goal of providing readers with United Nations content in their preferred format. The following activities highlight progress made towards that goal:

(a) The design and architecture of the United Nations e-collection, to be launched in a beta version in the first quarter of 2012, has been completed. It will include over 2,000 United Nations e-books, reports, journals and working papers in full text, fully searchable and available round-the-clock in a user-friendly and intuitive interface. The e-collection will be accessible free of charge to United Nations staff members and permanent missions, and will be offered as a subscription service to libraries and other organizations;

(b) New licences have been signed with e-book aggregators;

(c) *Basic Facts about the United Nations* has been published in French and Spanish under licence by local publishers in France and Argentina, resulting in substantial savings in staff time and in translation, production and transportation costs. A review by the Department for General Assembly and Conference Management, however, guaranteed the quality of the translations. In addition, *Basic Facts about the United Nations* will be published in Italian under licence by a local publisher in the first quarter of 2012;

(d) A total of 130 new publications have been produced and distributed using print-on-demand digital technology, including *The Security Council: Working Methods Handbook*;

(e) Five new mobile applications ("apps") have been published or planned for tablets, including "UN CountryStats", a data visualization tool developed in cooperation with the Department of Economic and Social Affairs that allows users to graph dozens of indicators across all countries and territories, and "UN News Reader", developed in cooperation with the News and Media Division, which gives easy access to all stories published by the United Nations News Centre and highlights key United Nations publications related to each story.

45. The Sales and Marketing Section continued to promote its services using social media platforms. The number of followers increased to 5,400 users on Facebook and more than 22,000 fans on Twitter (as at 30 November 2011).

46. Traditional book sales remained strong, showing virtually no decline in terms of the number of copies sold despite increased selectivity in accepting titles as sales publications from author departments.

47. During the reporting period, the United Nations Bookshop provided reliable and professional service to delegates, United Nations staff and the general

public, conducting on average more than 5,000 transactions per month. The United Nations Bookshop successfully organized more than 20 special events, including 9 "meet the author" events.

B. *United Nations Development Business*

48. In 2011, *United Nations Development Business* finalized its website infrastructure with features that facilitate and improve access worldwide, with more content made available free of charge. The print edition was phased out at the end of 2011. Digital versions of operational summaries are available online at no cost. To further strengthen communication in real time and engage in daily exchanges with its communities, *Development Business* Facebook and Twitter pages have been created and will be launched in 2012, concurrently with its new website. The latter will include upgraded online services.

C. Graphic design

49. The graphic design team of the Department continued to provide tailored design solutions for print and Web products and the branding of promotional campaigns. It also continued to provide costing estimates, specifications and overall print expertise to help Secretariat clients in the preparation of budget proposals.

50. During the reporting period, the graphic design team also worked on branding campaigns, conferences and United Nations observances for Global Pulse; the Global Model United Nations Conference in 2011; the sixty-fourth United Nations Department of Public Information/Non-Governmental Organizations Conference in Bonn; the United Nations Conference on Sustainable Development; "UN4U"; the International Day against Nuclear Tests; and the International Day of Peace 2011.

51. The graphic design team worked on major publication and exhibit designs, such as the permanent exhibit on the question of Palestine, *The Security Council: Working Methods Handbook*, the MDG Gap Task Force Report 2011, the press kit inserts of the General Assembly, the report of the Secretary-General on international cooperation on humanitarian assistance in the field of natural disasters, from relief to development (A/66/339), and the Holocaust and the United Nations Outreach Programme banner.

XI. Library services: a gateway to information for the United Nations information services

52. With the exponential rise in the use of the Internet and search capabilities, work habits in the Organization have changed, and the personal computer has become the main gateway to information sources and knowledge for most staff.

53. In this regard, the Department has just completed a review of the Dag Hammarskjöld Library and will be implementing a number of measures in the next biennium to improve its operations and services and to help it to adapt to the new information environment. One of the initiatives will involve developing an institutional repository to preserve and provide access to the Organization's digital resources. The Library also plans to provide improved and wider access to relevant

external electronic resources for United Nations staff worldwide by enabling secure access from outside the United Nations complex for authorized users and by introducing a more advanced search service that will simplify and improve access to high-quality information services purchased for the use of the United Nations.

54. The Dag Hammarskjöld Library is continuing its programme to digitize the parliamentary records of the Organization dating back to 1946. As at 30 November 2011, the Library had digitized 231,746 important historical documents from the United Nations official documents collection (2,206,523 pages). During the reporting period, the Library gave priority to supplements to the official records of the General Assembly. It worked on documents of the thirtieth to forty-first sessions and of the first to twelfth sessions. Related work for the thirteenth to seventeenth sessions is in progress.

55. A special project to digitize the speeches of Secretary-General Dag Hammarskjöld, which had been published only in press releases, was undertaken as part of the activities to commemorate the anniversary of Mr. Hammarskjöld's death. A selection has been published in a commemorative booklet.

Depository libraries

56. In 2011, the Dag Hammarskjöld Library conducted a review of the depository library programme. Results of the review indicate that in 2011 most United Nations depository libraries had Internet access and 70 per cent of respondents (178 libraries) were in favour of receiving United Nations documentation digitally. The remaining 30 per cent of depository libraries, however, preferred print to digital versions for reasons related to technological limitations, researcher preference and the needs of their own archival collections. While promoting a move towards online access, the Department also takes into account the varying degrees of connectivity, especially in developing and least developed countries. Additional information from the review indicates that 65 per cent of the libraries create outreach programmes geared to their own audiences using United Nations materials to promote interest in issues of importance to the United Nations. There are currently 368 depository libraries in 136 countries. Training programmes offered to depository libraries have been very successful in building a network of librarians across various regions with knowledge of and expertise on the United Nations.

Capacity-building and outreach of library services

57. The Dag Hammarskjöld Library's successful training programme for delegates, staff, non-governmental organizations and other major clients on understanding the work of the United Nations through its documents continued during the reporting period. Training programmes on the documentation of the General Assembly, the Security Council and the Economic and Social Council were conducted and were designed for delegations to the annual sessions of those bodies and for Secretariat staff. One notable addition was the new training sessions on foreign law research which were well attended by both Secretariat and permanent mission staff.

58. In its quest for improved services to its users, the Dag Hammarskjöld Library began incorporating the use of social media in disseminating information to the wider public. Social media platforms such as Tumblr, Twitter, Facebook and

YouTube were used to inform the public about newly released publications, reports and information-related activities of the United Nations.

59. In December 2011, the Library launched the United Nations oral history collection online to provide access to a series of interviews with eminent persons associated with the United Nations. The interviews cover a wide range of major world events and issues and provide a wealth of information to illuminate the activities of the United Nations during turbulent periods in history, for research and public awareness.

Global review

60. In 2012, the Department will lead a review of United Nations libraries activities worldwide, with a view to increasing policy coherence and cooperation and harmonizing systems. The review will involve all relevant Secretariat libraries located at headquarters duty stations and in regional commissions.

XII. Internal communications

61. The Secretariat Intranet, iSeek, continues to be accessed by staff and personnel worldwide. During the reporting period, the iSeek team posted close to 500 stories on various issues, including social media, trafficking of women, youth, the legacy of Dag Hammarskjöld, "UN4U", change management and working with civil society.

XIII. Conclusions

62. Because of the renovation of United Nations Headquarters under the capital master plan project, the Department's outreach services continued to face a number of challenges, including the lack of dedicated infrastructure facilities that cater to visitors, non-governmental organizations and student groups. Proactive and targeted engagement with key constituencies, however, characterized the outreach work of the Department in 2011.

63. In the next biennium, the Outreach Division intends to focus and expand its outreach efforts in respect of young people; forge new partnerships; and implement the measures that will result in the modernization of the Dag Hammarskjöld Library.